

Trust. Relationship. Performance.

Driving a More Cost-Effective Ad Spend with Netsertive

Through our long-term relationship with Faulkner Chrysler Dodge Jeep Ram Fiat, Netsertive was challenged with maximizing the dealership's advertising dollars to eliminate any wasted ad spend while driving more leads and traffic to the dealership. Netsertive's Platform helped deliver cost-efficient leads ready to purchase by relying on its shared insights and ad localization capabilities.

Optimizing ad performance was a key priority, so Netsertive used a data-centric strategy to constantly automate and fine tune advertising campaigns to deliver ideal performance metrics.

Results

37%

INCREASE IN
CLICKS

76%

INCREASE IN
LEADS

197%

INCREASE IN
IMPRESSIONS

10%

INCREASE IN
VDPS



Less than 1% Wasted Ad Spend

The dealership saw consistent year-over-year growth in sales in 2019 and is one of the top-performing FCA dealerships in the region.

