

# Netsertive Doubles In-Store Sales for Russ Darrow Mazda

Targeting High-Income, Luxury Buyers with Smarter Budget Allocation

## The Challenge

Russ Darrow Mazda of Wisconsin wanted to target high-end, luxury car buyers to convince them to buy Mazda cars. The dealership enlisted Netsertive to help them increase their digital campaign performance, drive new sales, and more effectively target high-end car shoppers. Using the dealership's marketing objectives as a framework, Netsertive would need to engage and convert luxury car shoppers online while maintaining Russ Darrow's existing cost-per-lead.

## The Solution

To achieve this goal, Netsertive launched both a used car campaign alongside a revamped campaign strategy for 2020 new cars. Both campaigns leveraged highly targeted demographic information that triggered ads to only certain income levels on Google Ads. By continually shifting strategies to focus on new and changing trends, Netsertive helped Russ Darrow Mazda drive higher quality traffic to their website, **increasing sessions by 56% and time spent on the site by 73%.**



## The Results

**27.71%**

Conversion Rate

**81%**

Impression Share

**18.32%**

Click-Through Rate

**2X**

In-Store Sales

As a result of these campaigns, Netsertive was able to help Russ Darrow Mazda double their in-store sales.

"We continue to see unprecedented share of voice, increased website traffic, high click-through-rate, and conversions. I firmly believe Netsertive's ability to drive qualified traffic to our site is the reason we are achieving the sales results that we are."

Jeff D. Meadows, General Manager of Russ Darrow Mazda, Madison

