

# Increased Ad Spend Efficiency & Reach

## How we Maximized Ad Spend Efficiency to Achieve a Higher Return on Investment for the Faulkner Auto Group

Through our long-standing partnership with the Faulkner Automotive Group, Netsertive was challenged with reaching more in-market car shoppers who were ready to buy, while improving their ROI.

Using the Netsertive Platform, the team took what was a broad digital marketing strategy and turned it into 27 unique, localized digital marketing campaigns specific to each rooftop location.

Netsertive worked closely with each GM to define the specific market needs, whether that was focusing on conquering or highlighting a specific deal or incentive, and used the Platform to quickly translate those needs specific to each dealership, brand, and digital channel. The optimization and applied learnings from the Platform, which analyzes thousands of auto-specific data points every day, improved campaign performance. These are the results we saw:

9%

INCREASE IN  
CLICKS

14%

DECREASE IN  
COST-PER-CLICK

30%

INCREASE IN  
LEADS



 22%

Increase in  
Digital Reach

The addition of a digital video strategy, tailored to in-market shoppers, increased the campaign's overall reach by 22%.

Additionally, we have been able to deliver over 99% of the campaign budget on high-quality search queries—resulting in less than **1% campaign waste**.