



Serra Mazda Brighton



Great Lakes - Michigan

CAMPAIGN GOALS

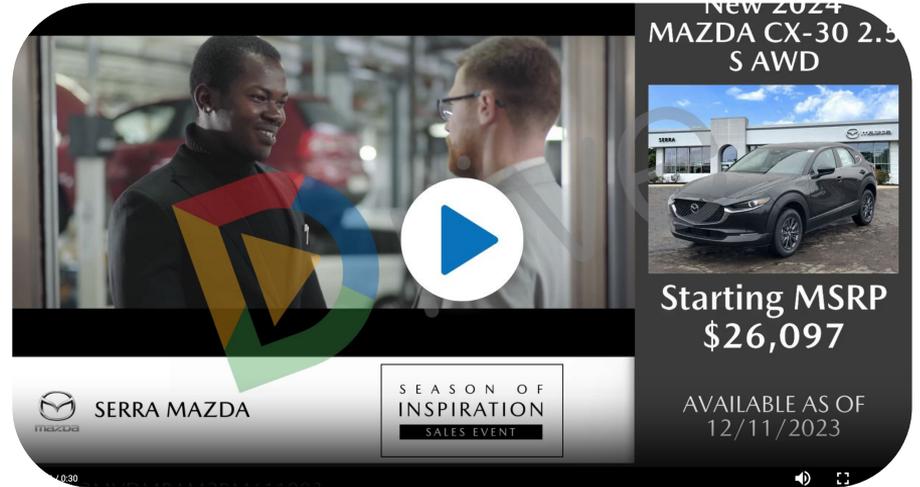
Serra Mazda Brighton dealership is located in a highly competitive market where the market share is heavily dominated by the domestic brands. Their goal was to create defections in specific zip codes where domestic inventory is low AND where the competitive models lack the quality that Mazda offers.

SOLUTION

We helped Serra Mazda Brighton through a 90-day Drive video campaign - Dynamic OTT/CTV.

RESULTS

December 2023 was their highest New Car sales month in store history, selling 61 total units. Their 90-Day results also included 464 dealership arrivals, a \$43.87 average cost per arrival, and 1,377 website visits!



90-Day Results:

464
DEALERSHIP ARRIVALS

\$43.87
AVG. COST PER ARRIVAL

1,377
WEBSITE VISITS