

Midwest - Iowa

CAMPAIGN GOALS

With inventory at an all time high, this dealer had a main goal to move aged inventory (specifically 2023 units) and decrease overall new car days on lot for both Jeep and Ram models.

SOLUTION

We helped this MWBC dealership through a 90-day Drive video campaign - Dynamic OTT/CTV.

RESULTS

In just 90 days, their results included 984 dealership arrivals, a \$8.80 average cost per arrival, and 7,207 website visits! Their days on lot went down by an average of 16 days.



**90-Day
Results:**

984
DEALERSHIP
ARRIVALS

\$8.80
AVG. COST PER
ARRIVAL

7,207
WEBSITE
VISITS