

Polk Audiences boosts Meta campaign performance for dealerships

Using the Polk Auto Direct platform to seamlessly upload segments to their Meta accounts, *Cochran Chevrolet Buick GMC of Youngstown* earned impressive returns on ad spend throughout the year.



+32%

Increase in leads



+23%

Increase in offline purchases



-46%

Lower cost per offline purchase



+162%

Increase in site content views

Digital connections with high-value auto intenders was instrumental in:

- creating high-quality leads,
- reducing cost-per-purchase
- generating more revenue for dealerships

“The addition of Polk Audiences into our Meta campaigns has drastically increased lead volume, lowered our cost per lead, and ultimately helped us sell more vehicles.”

—Joe Zumpella,
Digital Marketing Director



Campaign Overview

To mitigate the loss of reach across Meta platforms, Cochran Cars needed to connect with high-quality consumer prospects to generate traffic to cochrancars.com and off-line purchase

Data Strategy

Dealership used the 25 Audience package and Financial Audiences Add-On package to select strategic audiences based on Brand, Segment, Model, Financial Profile and In-Market status

Timing

Dec. 2021 – Nov. 2022 vs. Dec. 2020 – Nov. 2021

HAVE QUESTIONS?

Visit: PolkAutoDirect.com or Email: sales@polkautodirect.com



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