

StackAdapt Success Story

Dynamic Creatives Drive
a 38% Increase in
Conversions for this Car
Dealership

Summary

In an effort to combat supply chain delays while providing quality vehicles for consumers, Click Here Digital strategized with their client, Team Toyota, to focus on driving online form submissions of users interested in their used car inventory. They turned to StackAdapt as their programmatic partner, leveraging their dynamic creative capabilities to increase product page views and drive more form submissions on the dealership's site. Ultimately, their campaigns with StackAdapt drove conversion volume up by a whopping 38%, CTR by 25% and decrease CPC by 65%.

Background



At **Click Here Digital**, we're pioneers in digital marketing. We've been around since the internet began, and in that time have grown to a full-service digital advertising agency specializing in cross-channel media buying across all major ad platforms.



Team Toyota is a certified Toyota Dealership located in Baton Rouge, Louisiana where they've been serving the community for over 20 years with the same dedication and commitment of putting our customers first. They take pride in their large inventory of new Toyota cars, trucks, SUVs and minivans.



Aspen Comar

Operations Manager, Click Here Digital

Team Toyota came to us asking how we can achieve the goal of increasing vehicle detail page views and leads going into the holiday season. By running used inventory ads and utilizing StackAdapt's in-market audience lists, we had just the right strategy to achieve this goal."

Challenge

To meet the demand of car inventory in the Baton Rouge community, Team Toyota needed to find a way to connect online users with available used cars at their local dealership.

Strategy

To raise awareness for their used car inventory while directing users to complete a form submission on site, Click Here Digital needed a cost-efficient way to showcase multiple car models within one creative, and close the gap between the research and purchase cycle of a car purchase. With StackAdapt, they implemented a prospecting strategy with multiple types of segments, and a retargeting strategy to redirect users who landed on the dealership site back to the respective product page to complete a form submission conversion.

Prospecting

Click Here Digital used a mix of interest targeting, reaching users who have browsed online about car maintenance, auto parts, or used cars, as well as 3rd-party segments to reach users in-market for a used car.

High-Intent Retargeting

Click Here Digital retargeted users who visited the Team Toyota site, and a CRM list of users who had submitted a lead on site in the past 90 days. Contacts were retargeted regardless if they had previously bought a car from the dealership.

Display

In order to showcase their car inventory while driving low-funnel actions on site, Click Here chose display as their main channel for this campaign. Through display, they ran dynamic feed and dynamic retargeting creatives which showcased multiple products at a time, listing price, year, and image, in order to garner the most interest from users.

StackAdapt Dynamic Display Ads

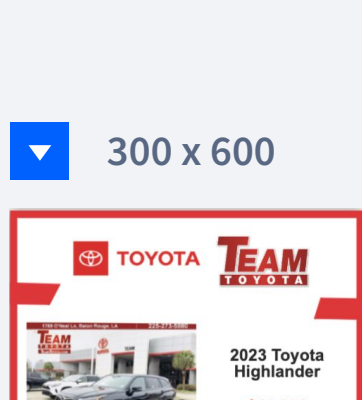
Click Here Digital worked with the StackAdapt Creative Studio to leverage dynamic creatives for both prospecting and retargeting strategies:

- To capture the interest of prospects who were in-market for a used car, they leveraged dynamic feed ad units. A dynamic macro was included in their ad tags to automatically update creatives daily.

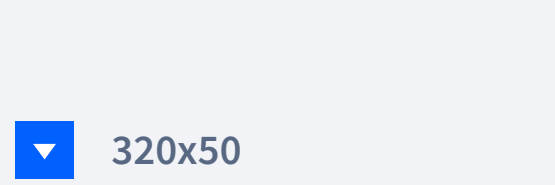
300 x 600



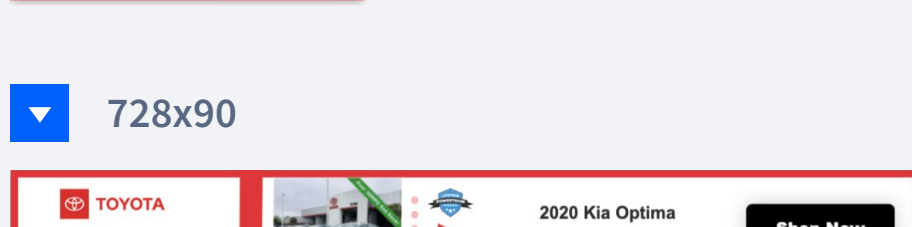
300 x 600



320x50



728x90



- For retargeting, Click Here Digital leveraged dynamic retargeting ad units, where they showed the user the car that they had viewed previously or similar vehicles. Their lookback period was 90 days, as this has historically been the length of the research period for a used car buyer.

Execution

As self-serve users on the StackAdapt platform, Click Here Digital learned how to optimize for best performance very quickly. They leveraged two machine learning tools within the platform—Bid Factors and Deals—to specifically increase their click performance, while keeping the cost of their bids low:

Bid Factors

Click Here Digital utilized bid factors to test multiple 3rd-party segments, and added bid adjustments to optimize toward the best performing audience lists. This gave them the control to be as efficient as possible with their client's advertising dollars.

Curated Deals

To increase the CTR, viewability and engagement on their ads, Click Here Digital leveraged a performance-driven group of deals from StackAdapt's Deal Catalogue, ensuring that their ads ran on historically high-performing sites and apps in terms of clicks.

Results

When comparing their performance with StackAdapt and agency benchmarks, Click Here Digital was able to significantly lower their costs by decreasing their CPM by 62% and CPC by 65%. They were also able to increase their CTR by 25% and overall volume of conversions, successfully promoting Team Toyota's used car inventory to relevant users, while driving onsite conversions.

Click Here Digital drove the following results with their StackAdapt campaigns:

	CPM -62%		CPC -65%
	Conversions +38%		CTR +25%

Businesses want to reach their customers at the right time and place, for the right cost," says **Bella Allen, Programmatic Success Manager at Click Here Digital**. "StackAdapt has helped our clients achieve this goal with the utilization of the StackAdapt Pixel, the variety of audience lists to select from and the available inventory placements. As our tech-driven world continues to evolve, StackAdapt's platform and partnership is essential to our strategy in programmatic advertising."