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Leadbox  FREEDOM

Success Story: Freedom Ford

Freedom Ford is one of Edmonton's largest Ford dealerships. This dealer is part of the Canada One Auto Group, which is led by an internal team of marketing experts headed up by an experienced Chief Marketing Officer. The dealership has the advantage of having a strong marketing team inside the store - comprised of Marketing Manager, Chris Schmidt, along with an Executive Assistant, Jessica Shmigelsky, who doubles as an expert in messaging, creative and social.

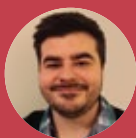


FREEDOM'S CHALLENGE

Freedom Ford has focused on improving their online presence through the use of great merchandising for new and used online inventory.

The dealership was ready to take further action online to increase brand awareness, Leads, and volume in their service department. While previous agencies had been able to provide reporting and analytics, Freedom Ford was looking for more tangible results. Increasingly, store visits over the past 5 years have been steadily declining as consumers are spending more of their time online researching vehicles rather than visiting dealerships. Actual store visits attributed to advertising efforts have been next to impossible to measure.

"We've wanted the ability to measure in-store visits since we heard about it a year ago. Since signing on with the team at Leadbox we were able to make that happen and see the data in Analytics."



Chris Schmidt
Marketing Manager
Freedom Ford

LEADBOX'S PLAN

After having a strategic meeting with the team from Freedom Ford, it was decided that Leadbox needed to provide advanced tactics using Google's newest tools. As a Premium Partner and a member of the Google Executive Council, Leadbox is privy to the newest technology that Google has to offer.

The tools that made solving this problem possible are inaccessible to most digital marketers and had only been made available to a few elite groups, including Leadbox, at the time of this case.

What followed first, was the connection of all of the dealers' Google accounts, such as Google Ads, Google Analytics, and Google My Business. While this is an obvious first step, doing this enabled Leadbox to optimize Freedom Ford's search and display ads to drive more in-store visits. The exciting part was using the Google Store Visit Conversions tool. The aforementioned details are required for access to the program, along with a few others.

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“Store visits have provided an extra layer of visibility to us at the dealership.”

Chris Schmidt

Marketing Manager, Freedom Ford

Straight from Google, this is how it works:

- Store visit data is based on anonymous, aggregated statistics. Google Ads creates modeled numbers by using current and past data on the number of people who click or view your ads and later visit your store.
- Store visit data can't be tied to individual ad clicks, viewable impressions, or people. Google uses industry best practices to ensure the privacy of individual users.

The Benefits:

- See which campaigns, keywords, and devices drive the most store visits to your business.
- Understand your return on investment (ROI) and make more informed decisions about your ad creatives, spend, bid strategies, and other elements of your campaigns.

Once the connections were made, the Leadbox team was able to optimize the campaign for in-store visits. Clearly, this is a much more tangible metric for stores who have trouble seeing the value of digital advertising.

THE RESULTS

Leadbox is always focused on delivering truly tangible results. With the addition of the Store Visit Conversion Beta program from Google, Leadbox was able to present an impactful difference. Freedom Ford was able to measure 313 store visits directly attributed to their Google Search advertising efforts in a single month. Additionally, by connecting to the dealership's CRM to manage all Leads and customer information, Freedom Ford can now effectively manage offline traffic physically coming to the store. Real data can now be attributed to walk-ins who would have made no online interaction with the store beforehand.

With this new program, Leadbox is able to more effectively close the loop on digital marketing attribution to the store visit and in turn, the vehicle sale.

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CONTACT US

E: info@leadboxhq.com

P: +1.855.LEADBOX

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