

CASE STUDY

Liberty Buick Auto Dealership Sees a 54% Reduction in Cost Per Lead

OVERVIEW

The subject of this case study is Liberty Buick, a well-established and highly respected Buick dealership in the southwest region of the United States. Their business strategy was built on the foundation of creating customer relationships – one at a time. Their mission is dedicated to product, service and community.

They teamed up with Genius Monkey in hopes of taking advantage of our cutting-edge **programmatic technology** to reach their desired goals.

LIBERTY BUICK

[Watch the Video Case Study](#)



THE CHALLENGE

The Core KPI's (Key Performance Indicators) in this case were to increase sales, maintain bookings, boost the number of phone calls, increase Form Fills and expand the number of Vehicle Description page views. This was to be done by programmatically diversifying channels and targeting via the Genius Monkey platform.

Liberty Buick had three primary campaign goals:



Boost Overall Sales



Increase Phone Calls and Form Fills



Increase "Vehicle Description" Page Views



OUR SOLUTION

Running campaigns per vehicle-class (sedan, truck and cross over campaigns). Also, Genius Monkey incorporated campaigns targeted specifically towards business owners for truck campaigns (and other models), as well as some specific incentive campaigns towards military members, since the dealership is near a base. To achieve this, Genius Monkey crafted an advertising plan that would:

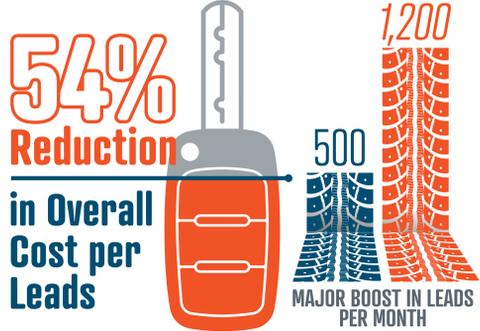
- Programmatically diversify channels while running ads according to vehicle-class
- Target specific buyers based on vehicle-class of each campaign
- Offer incentive campaign ads geared toward military personnel (based nearby)

THE RESULTS

In 2017, prior to Genius Monkey's intervention, the client was paying \$5.81 per website user, \$3.41 per website session and \$124.35 per lead (form fill or call). Once Genius Monkey joined the team, the results became evident right away.

Now, after two years of consistently running with Genius Monkey, the client is paying \$2.39 per website user, \$1.28 per website session and \$71.27 per lead. That is a 54% decrease in cost per leads. Not only did their cost per lead go down, total leads increased significantly, as well.

- 54% reduction in overall cost per leads
- Boosted number of incoming leads significantly



SUMMARY

Genius Monkey once again responded to the distress call of a business wanting to increase traffic and sales. We answered the call and were able to deliver; not just meeting expectations, but exceeding them ... one conversion at a time.

[Click Here to Download the Case Study](#)

Let's get your conversion rates climbing!

First Name

Last Name

Company Name

Solution Industry

Email

Phone

How Can We Help?

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THE PLATFORM

- Measurement & Validation
- Media & Device Agnostic
- Unrestricted Behavior Targeting
- Real-time Optimization
- Quants with Human Oversight
- How it Works
- Atomic Your Programmatic
- The Dashboard
- Testimonials

SOLUTIONS

- Business
- Enterprise
- Agencies
- Us vs Them
- Verticals
- Educational Videos

CASE STUDIES

COMPANY

- About
- Blog
- FAQs
- Partners
- Careers

IMPORTANT LINKS

- Login
- Terms of Service
- Privacy Policy
- GDPR
- Media Kit

CERTIFICATION & PARTNERS

- Adaptive Advertising
- SSL Certificate
- Marketing Tech Outlook Top 10 Ad Management
- The Media Trust
- Forbes Agency Council
- Arizona Tech Council

CONTACT US

800-595-3462
info@geniusmonkey.com
 80 East Rio Salado Parkway, Suite 814
 Tempe, AZ 85281

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