

# From Ad Clicks to Test Drive Bookings: How a Dealership Added 48 New Leads in 30 Days

Client: An Austin-based car dealership



## CAMPAIGN SUMMARY

Improved ad efficiency, built optimized local landing pages, and automated lead handling. The dealership gained more qualified leads, faster follow-ups, and a clear boost in booked test drives.

## BACKGROUND

A well-known dealership selling mid-range cars partnered with Imarketo to improve lead flow from digital ads. They wanted to turn online interest into qualified test drive bookings through cost-efficient campaigns and better lead management.

**Target Audience:** Local car buyers, families, and working professionals actively considering a new vehicle.

## CHALLENGES

- 1 High ad spend but low-quality leads
- 2 Sales team was manually handling leads, causing delays in follow-ups
- 3 Landing pages were generic and not optimized for local buyers
- 4 Needed to show fast improvement in booked test drives

## STRATEGIES

### Ad Cost Optimization

- Refined targeting to focus on nearby zip codes and high-intent keywords
- Tested new ad creatives tailored to local buyer needs
- Reduced CPC by eliminating poorly performing placements

### Local Landing Page Improvements

- Built location-specific landing pages with car inventory highlights
- Added clear CTAs for scheduling test drives
- Showcased finance options and dealership trust factors

### Automated Lead Flow

- Integrated leads from ads directly into CRM
- Automated notifications and follow-ups for sales reps
- Created drip emails to nurture prospects who did not immediately book

## RESULTS



48 new qualified leads generated in 30 days



Landing page conversion improved from 2.1% to 5.6%



Faster lead response times increased booked test drives by 40%



Cost per click reduced by 32%



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