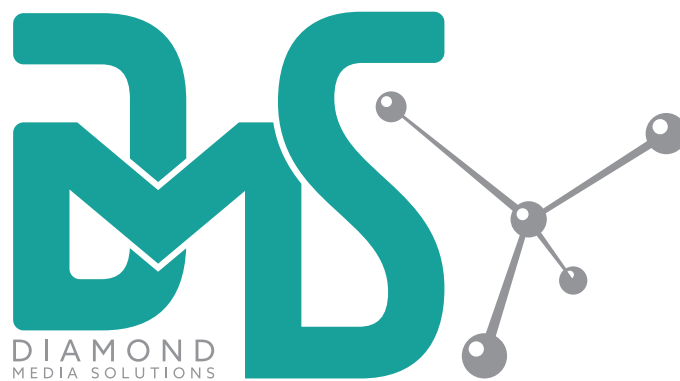




Case Studies



Automotive



Diamond Media Solutions has over 20 years of experience helping clients find their next customer using unique strategies and best in the industry creative.

Diamond Media Solutions works with clients of all sizes, from aggressive start-ups looking to expand their brand awareness, to large international corporations with celebrity spokespeople.

No matter where your company is at, we are here to help.

Here are some of our great success stories doing just that.

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Abandoned Visitors

Automotive Dealership

Objective

Improve traffic to an automotive dealership's website by providing additional, previously anonymous, visitor traffic data and increasing their website conversions with the goal of increasing organic and direct website traffic.

Solution

We utilized the Abandoned Visitors tactic to capture and append available, permissible data for website visitors. This, paired with the Extended Follow Up powered by EARL[®], we were able to reengage with the previously anonymous traffic with a mix of sales and service emails to drive them back to the client's site.

Results

Over a six month period of time, we were able to identify over 3,900 website visitors and send a total of 39,106 Extended Follow Up Emails on behalf of the dealership.



Targeted Conquest Email

Auto Dealership

Objective

A Chevrolet store in Indiana wanted to reach new, in-market vehicle shoppers in their area and create brand awareness.

Targeting

In-market vehicle shoppers within a 30 mile radius of dealership

Click Through Action

Offers on new and pre-owned inventory that clicked through to specific VDP's as well as links to their service, collision, and general information pages.

19,265
New website
shoppers

Results

100,000
Total Deployed

19,265
Total Opens

19.27%
Open Rate

1,639
Total Clicks

1.64%
Percent Clicks

Objective

A Ford dealership in Kansas wanted to drive online and in-store traffic to their local dealership by targeting in-market shoppers in their area.

Tactic

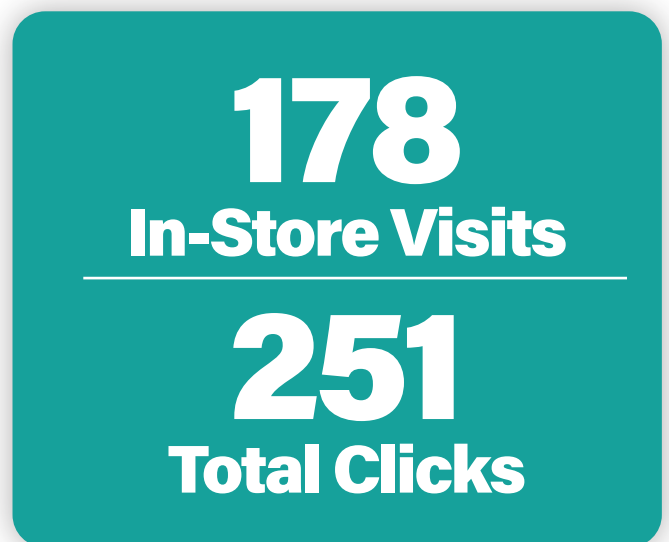
Audience Curation with Conversion Zones to track in-person dealership visits in combination with EARL® extended follow up.

Click Through Action

Display banners were utilized with specific vehicle offers to drive in-store and online conversions.

Results

Over a four month period of time, we were able to serve a total of 192,192 ads, with 251 clicks, and 178 total in-store visits.



Objective

A Chrysler, Jeep, Dodge, and RAM dealership in Oklahoma wanted to drive online and in-store traffic to their local dealership from nearby competitor's locations.

Tactic

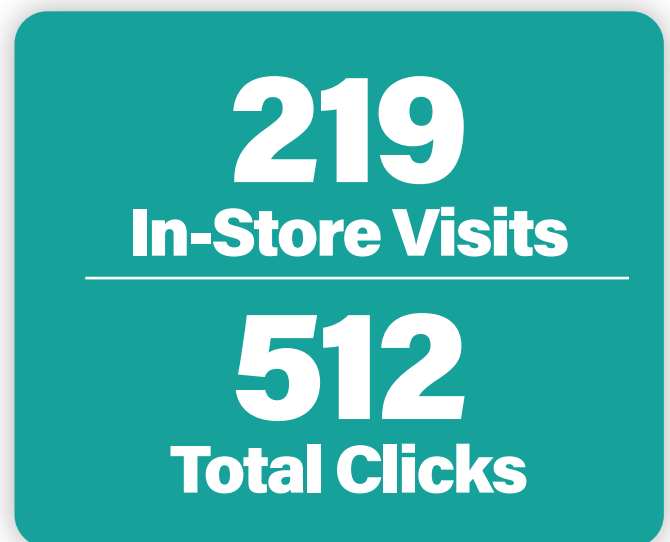
Geo-fencing with Conversion Zones to track in-person dealership visits in combination with EARL® extended follow up.

Click Through Action

Display banners were utilized with specific vehicle offers to drive in-store and online conversions.

Results

Over a four month period of time, we were able to serve a total of 192,192 ads, with 251 clicks, and 178 total in-store visits.



Search and Keyword Display Advertising

Automotive Dealership

Objective

A Chrysler, Jeep, Dodge, and RAM dealership in Oklahoma wanted to drive online and in-store traffic to their local dealership from in-market shoppers searching for a vehicle online.

Tactic

Search and Keyword targeting with conversion zones to track in-person store visits utilizing a highly targeted list of keywords based on in-market, automotive shoppers.

Click Through Action

Vehicle specific offers were used on display banners to drive click through traffic to the dealerships website.

Results

We achieved an average cost per click of \$2.39 with a total CTR of 0.17%, almost double the goal of 0.10%, and were able to track a total of 40 in-store conversions.



Facebook Event With Live US Based BDC

Automotive Dealership

Objective

A Chrysler, Dodge, Jeep, RAM dealership in Oklahoma wanted to increase their showroom traffic and secure new customer appointments for their sales team to boost their sales and to dominate the ranking in their region.

Solution

We utilized our 3-Week Facebook Event with Live BDC to target in-market shoppers directly on Facebook with an event type ad with buyback, trade-in, and vehicle specific offers directing shoppers to communicate through Facebook Messenger.

Results

We were able to reach a total of 134,048 with the event ad, with a total of 2,269 total engagements, and booked 310 dealership appointments.

310
**Total Appointments
Booked**

Objective

Promote the release of a new vehicle.

Targeting

In market auto shoppers, who own or lease specific SUVs.

Detroit DMA

Scrolling Message

Get \$4,500 Conquest Bonus Cash on the All-New 2022 Wagoneer!

View Inventory Here!

Check out how the All-New 2022 Wagoneer stacks up against the competition. PLUS get \$4,500 Conquest Bonus Cash!

Tap Action

Tap to Website

Results

1,150,409 Scrolling Ads Served

2.975 Total Clicks

0.26% CTR

328 Total Store Conversions



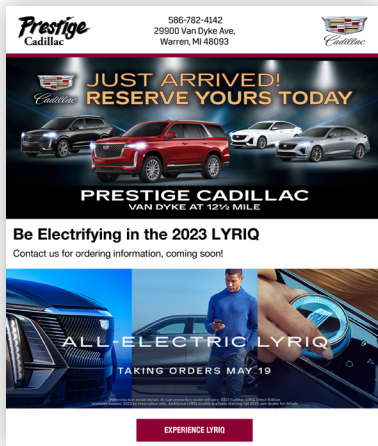
Creative as a Service

Automotive Creative

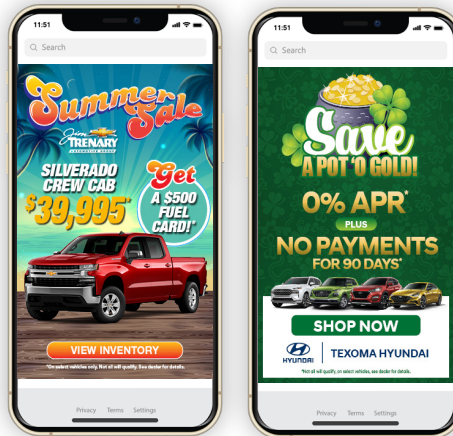
Creative Services Offered

With more than a combined 65 years of design and creative experience, Diamond Media Solutions offers creative as a service. We currently service many automotive dealerships with newspaper advertisements, billboard design, email creative and coding, and much more.

Samples



EMAIL CREATIVE



MOBILE DISPLAY ADS



NEWSPAPER ADS



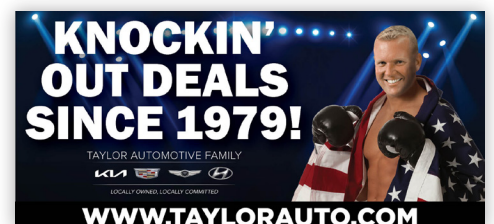
BROCHURES

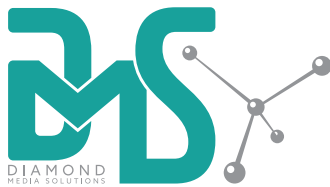
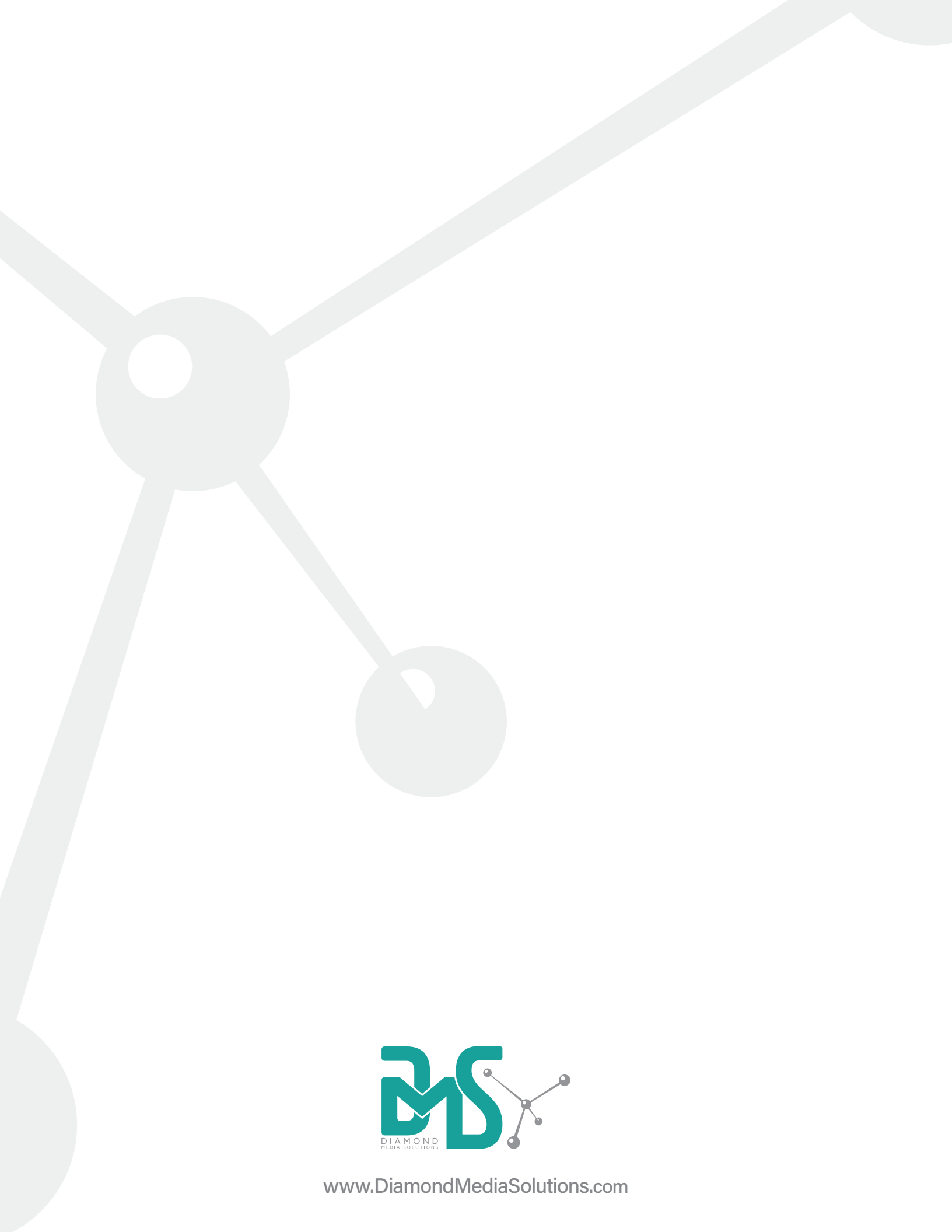


AUTO NEWSPAPER



HIGHWAY BILLBOARDS





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