

Dealix®

About Dealix

- A CDK Global company
- Helps auto dealers sell over 500K vehicles every year by converting auto shoppers into leads on its sites.
- Headquarters: Redwood City, Calif. and Cambridge, Mass.
- www.dealix.com

Goals

- Optimize the process of creating ads for new vehicle models
- Promote a variety of vehicle makes and models with one dynamic ad

Approach

- Used Google's Dynamic Remarketing with the Google Display Network to create multiple ad versions
- Streamlined campaign structure and ad creation

Results

- 10–15% growth in conversions from remarketing
- 40% improvement in CPA for dynamic mobile text ads
- 97% increase in Google Display Network clicks from mobile text ads

Dynamic Remarketing Increases Conversions and Solves Ad Building Challenge for Dealix

Dealix, a CDK Global company, helps auto dealers sell over 500,000 vehicles annually by attracting and converting auto shoppers into leads on its sites. The company has used remarketing with AdWords since 2004 to cost-effectively drive a high volume of leads.

Streamlining remarketing efforts saves time

Remarketing is an important part of the company's lead generation strategy, but the process for managing ad creatives was time consuming. For example, with every new model year change, designers would spend up to a week manually building display ads for the top 100 automotive models of the year. Then an analyst would spend up to one day trafficking the new ads. Dealix needed a way to reduce the time spent on manual tasks.

When it heard about Dynamic Remarketing, Dealix made the easy decision to streamline its efforts. The solution makes it possible for just one dynamic ad to promote all makes, models and model years. Now, for every remarketing impression, a dynamic ad changes its content to match the interests of each potential autobuyer, providing even more quality leads to its dealer partners. Speaking about the move to dynamic, Gareth Kersey, digital marketing manager at Dealix said, "Our initial goal was to make the management of campaigns and creatives easier given the number of makes and models we advertise on."

Today Dealix is very pleased with the efficient management of its remarketing campaigns. A designer builds one ad template in Google Display Ad Builder and easily applies the template across ad groups within a Dynamic Remarketing campaign. After implementation, Jacob Bower, business intelligence analyst at Dealix, said, "With a more consolidated campaign structure, we no longer have to manually build image ads. We simply set up one ad template and scale it across all the makes and models on the site. This reduces the time we spend maintaining the campaigns and provides consistency and accuracy across our creatives."

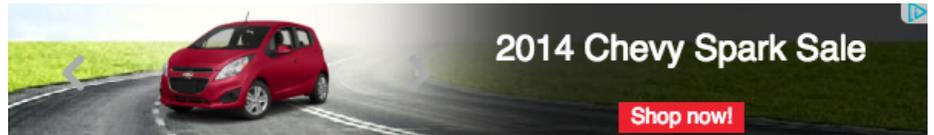
Kersey believes other marketers would find value in efficiency gains, too. His advice is to "think about how new products can improve not only the performance of your advertising efforts but also the workflow and efficiency of your team. Becoming less dependent on engineering and design resources, as well as reducing the amount of time dedicated to campaign management, allows your team to focus on larger, more strategic problem-solving efforts."

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— Jacob Bower, business intelligence analyst, Dealix

Improving conversion volume and conversion rates

In addition to saving time, it also improved conversion metrics. Overall, since adding Dynamic Remarketing to its portfolio, the company has seen its conversion volume from remarketing zoom up by 10–15%. Diving in a level deeper, it improved the conversion rates of its Google Display Network text ads on mobile devices by 40%, of its text ads on tablet devices by 19% and of its text ads on desktops or laptops by 13%. Furthermore, Dealix experienced cost-efficiency gains through Dynamic Remarketing, as is evident by a 40% CPA improvement for its dynamic mobile text ads.



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