

Microsoft Advertising Customer Story



How Dealer eProcess utilized Automotive Inventory Ads increase site traffic and decrease cost for local dealerships

IMPACT



150%
More Clicks*



22%
Decreased CPC*

*For audiences exposed to audience and search ads, compared to search only

THE GOAL

Help dealerships reach the right shoppers across search and native

Dealer eProcess was looking for new ways to expand its digital footprint and reach new customers across their entire buying journey. At the same time, they aimed to improve account performance and ROI for each of their dealers.



THE SOLUTION

Leverage rich ad formats to attract engaged car shoppers across the web

Dealer eProcess adjusted their overall marketing portfolio to have a greater investment with Microsoft Advertising. They elected to shift an additional \$300 of monthly budget towards Microsoft Advertising, which resulted in a significant overall performance improvement for their dealers. More specifically, they leveraged Automotive Inventory Ads (AIA), allowing Dealer eProcess to offer their clients a rich new ad experience to engage their respective car buyers. These ads served across both the search engine result page and the Microsoft Audience Network, allowing each dealer to showcase their cars' photos, prices, and features to shoppers across the web. These rich ads saw increased engagement, resulting in higher click through rate (CTR) and lower cost per click (CPC), ultimately improving overall performance while driving down costs.

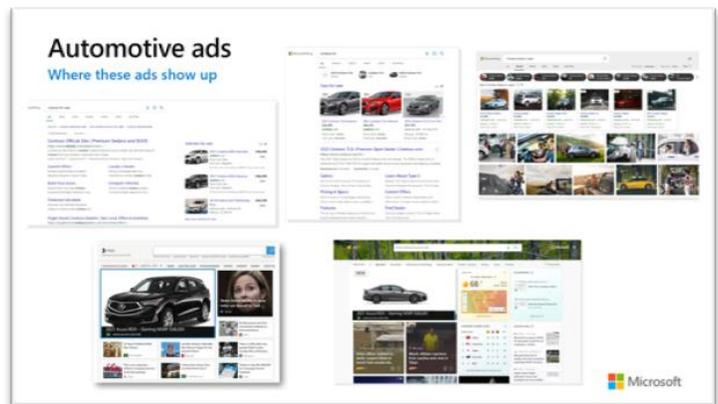
PRODUCTS USED



[Auto Inventory Ads](#)



[Microsoft Audience Network](#)



TESTIMONIAL

“ Whether you want to drive awareness, consideration or sales, Microsoft Advertising is the ideal place to reach your goals. We work with many dealerships, some with very limited budgets. However, it's instrumental that we include Microsoft in their marketing plans to hit the audiences and metric benchmarks we may miss on other ad platforms. We are dedicated to offering the latest Microsoft tools and strategies to our dealers and growing our partnership with Microsoft Advertising. ”

- Samantha Larsen, Director of Digital Marketing at Dealer eProcess



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