

Ready Honda Dealership

CASE STUDY

Ready Honda aimed to drive qualified leads online and attract motivated customers in-store who were ready to purchase a new or used vehicle. The main objective was to optimize their digital presence through a targeted Google Ads campaign.



STRATEGY

Postmedia executed a 3-month Google Search campaign to boost Ready Honda's visibility and drive qualified leads. By utilizing both first-party data and Google AdWords, the campaign was designed to target motivated customers actively searching for vehicle-related services.

Key Solutions:

- **Targeted Google Ads** to increase visibility at the top of relevant search results.
- **Conversion goals** set on Ready Honda's website, including Finance Applications, Test Drive scheduling, Service Appointments, Form Fills, Trade-In Appraisals, and Contact Us submissions.
- **Ongoing optimization** of the campaign to ensure efficient targeting and conversion.
- **Leveraging first-party data** combined with **Google Ads** to engage with potential customers actively searching for vehicle purchases and services.

RESULTS

The Google Ads campaign significantly boosted Ready Honda's lead generation and online visibility. By strategically targeting high-intent customers, the campaign resulted in a substantial increase in conversions and a 260%+ improvement in conversion rate. The cost per conversion was optimized at \$50.72, while a 20% reduction in cost per acquisition demonstrated the success of targeting key competitors. The campaign's high engagement, shown by over 6.9K clicks and 700+ calls, highlights the effective use of Google Ads in reaching motivated buyers and maximizing ROI.

417

CONVERSIONS

+260%

3-MONTH CTR
IMPROVEMENT

\$50.72

COST PER
CONVERSION

6.2%

CONVERSION RATE

+6.9K

CLICKS

713

CALLS

5.4%

CLICK THROUGH RATE