

TOP 3 US AUTOMOTIVE MARKETPLACE

SUCCESS METRIC

Cost Per Visit and Cost Per Lead

RESULTS

Bidtellect's solution has exceeded the client's goals as we were able to execute a successful campaign and further establish a strong partnership for the months to come.

OBJECTIVE

This client required a solution to generate awareness and efficient towards their site. Their primary KPI was to reach in-market auto consumers and drive visits and leads from their site.

SOLUTIONS & TACTICS

Our Dynamic Planning (Pricing suggestions/recommendations) as well as full-service creative studio team were the key reasons why Bidtellect was able to stand out compared to the numerous partners on the plan. The flexibility in rate structure allowed Bidtellect's ad operation team to back into their competitive goal and be one of their core partners.

The effective deployment of our capabilities enabled us to offer the client creative refreshes throughout the long flight and deliver performance increases day-over-day.

