

HOW AN AUTOMOTIVE BRAND 'BUILT' A NEW CUSTOMER BASE WITH ONE BUTTON

SUCCESS METRIC

Conversions

RESULTS

Due to the success of the campaign, the client doubled their spend with Bidtellect in 2020.

CT Conversions	Total CPA	Engagement Score™	Page Views Per Visit	Average Time on Site
\$14.86	\$3.19	7.9	1.38	135.37

OBJECTIVE

A leading automotive brand in Canada sought conversions on their landing page geared at new customers.

SOLUTIONS & TACTICS

The client wanted to track conversions on their exclusive "Build & Price" button on their landing page. With CPA set for \$14, Bidtellect optimized towards its unique proprietary Engagement Score™*, along with Click Through Conversions and View Through Conversions, which allowed for maximum conversions and a greater picture of the consumer's post-click journey.

*For more on Bidtellect's Engagement Score™, click here.