

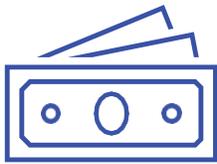


# Auto Dealer #xyz Paid Media Turnaround

**Client:** Auto Dealer #xyz

**Sector:** Auto Dealer

**Objective:** Drive High-Intent Dealer leads while reducing Cost per Lead



## Business Opportunity

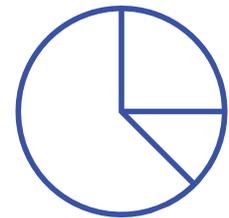
Despite investing significantly in digital advertising, Auto Dealer #xyz wasn't seeing results that justified the spend. Their previous agency relied solely on owned-and-operated (OCO) media platforms, which restricted reach and limited performance. Lead generation was slow, and cost per lead was unsustainably high.

## Our Approach

iMedia reimagined the entire strategy, shifting focus from platform-specific tactics to cross-channel, performance-first media execution.

Our approach included:

- Launching campaigns across Google, Bing, and Meta to expand reach
- Building Lookalike audiences to scale high-value prospecting
- Implementing retargeting flows to re-engage store visitors
- Optimizing budget allocation based on channel efficiency
- Aligning media goals directly with lead conversions



## Impact Delivered

- ✓ Cost per Lead reduced by 68%, delivering significantly more efficiency.
- ✓ Conversion rate improved 2x, driving faster and stronger dealer footfall.
- ✓ Higher lead quality and consistency achieved without increasing spend.
- ✓ iMedia cut Cost per Click by over 50% while boosting conversions by more than 50%.
- ✓ Optimized budget allocation—avoiding overspending on top ad positions—resulting in more conversions at a lower cost per conversion.
- ✓ Strengthened dealership competitiveness, capturing market share from rival dealers.

## Key Takeaway

Auto Dealer #xyz experienced not only a performance lift but also a renewed belief in paid media.

