

# Automotive Inventory Ads Boost Leads by 176% at a Lower Cost Per Lead for The Russ Darrow Group

Dynamic, Localized Inventory Ads Convert In-Market Shoppers

## The Challenge

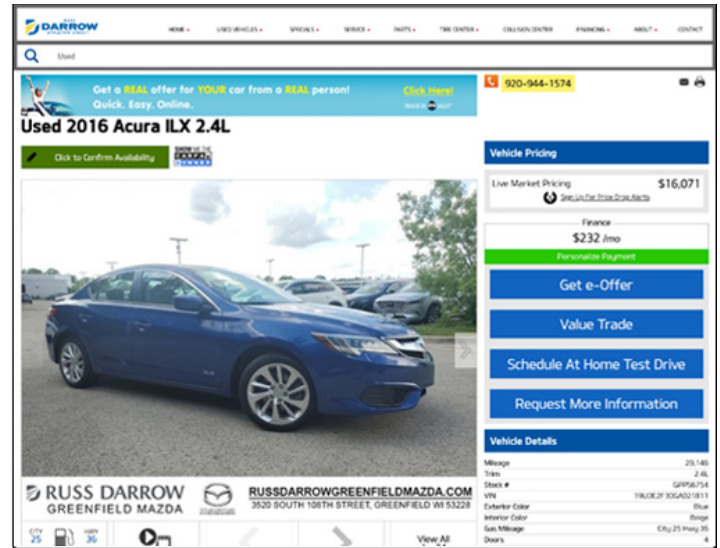
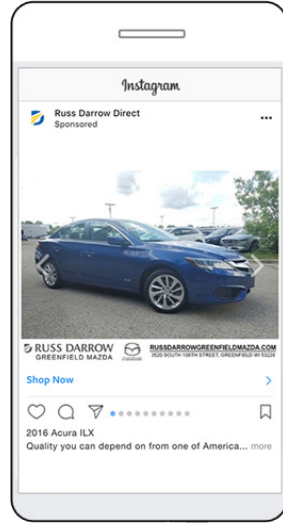
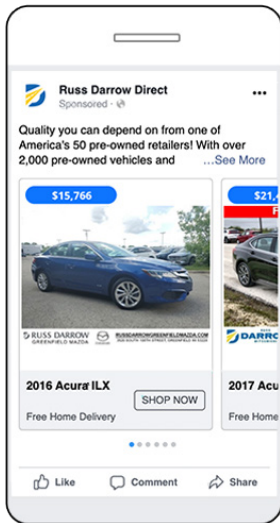
The Russ Darrow Group is a 15-location auto dealership group that has been serving Wisconsin communities for over five decades. With more Wisconsinites shifting their car research and buying process online, Russ Darrow Mazda was looking for a new way to attract and convert in-market vehicle buyers. Their goal was to engage with potential customers in a way that cut through the clutter and emphasized the immediate availability of inventory during a time when both new and used car markets dealt with inventory shortages.



## The Solution

Netsertive incorporated a series of Automotive Inventory Ads on Facebook to target prospective customers and retarget previous website visitors with ads displaying new and used cars. The campaign launched for multiple Russ Darrow locations to target new prospects and retarget existing website visitors with selections from both their new and used auto inventory.

Facebook's Automotive Inventory Ads leverage Netsertive's Dynamic Inventory Catalogs to match in-market shoppers with real-time inventory availability online. The feed surfaces VIN-specific details, price, and pictures to match vehicles to shoppers that show intent to purchase. Netsertive's Platform integration with Facebook provides auto dealers with instant access to Automotive Inventory Ads, making it simple to incorporate this powerful ad format into their multi-channel campaigns.



## The Results

The Automotive Inventory Ads played a key role in Russ Darrow’s multi-channel campaigns. By serving personalized inventory ad recommendations to both new prospects and previous website visitors, we saw the incredible impact of machine learning at play with a 176% increase in leads with only a \$22.12 cost per lead.

**176%**  
Increase in  
Leads

**49%**  
Decrease in  
Cost Per Lead

“At Russ Darrow, we strive to find partners—not vendors. Partnering with Netsertive has allowed our marketing dollars to be more targeted and produce better quality conversion opportunities within our BDCs and on our showroom floor. We aren’t looking for vendors that just tell us everything they do well. What I love about Netsertive is not only do they know what they are doing, they also know when something hasn’t worked. They allow us all to be part of the process, which has yielded better results.”

Kelly Phillips, Marketing and BDC Director at The Russ Darrow Group