



Netsertive Case Study

Russ Darrow Mazda Increases In-Store Visits with CTV

Netsertive successfully targeted luxury car-buyers for Russ Darrow Mazda, tuning the Connected TV campaign to adapt to consumer trends and engage only the target demographic. Through quality traffic and targeting, the dealer realized an incredible return on ad spend.

29%

Model Search Lift Increase

\$248

Cost per Store Visit

“We’ve tried multiple online partners with little ROI. Netsertive has proven that you drive quality traffic and customers to our website where we need it most, and equip us with sales opportunities to close.”

Jeff D. Meadows
General Manager

RUSS DARROW
MADISON MAZDA

