![netsertive® logo]

Showcase Pre-Owned Auto Inventory In Real-Time Utilizing Facebook Inventory Ads

Facebook Auto Inventory Ads

Push real-time inventory while driving low-cost leads through machine learning. Pulling direct feeds from your new, used, or CPO pages which will automatically update when you add new or sell through your current inventory. Highlight exact pricing, trims, features, and vehicle callouts.
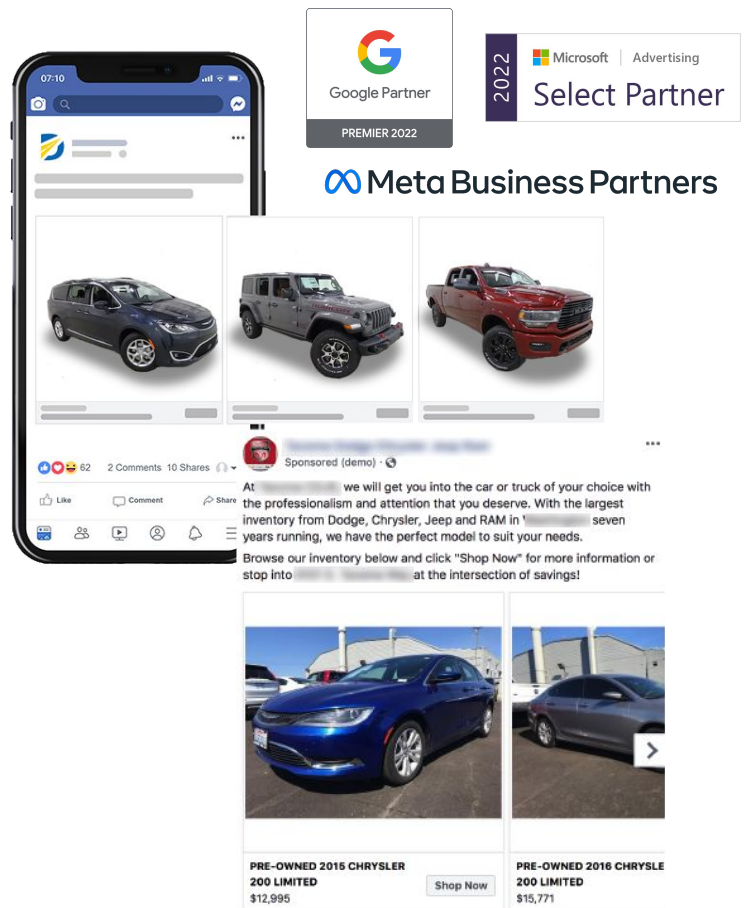
Who

14 rooftop dealer spanning two metropolitan cities, covering seven automotive brands.

Goal

Promote full auto group used inventory across all dealer audiences and geographies.

How

Run a Facebook AIA campaign that leads to the dealer's website, which includes full used inventory listings. Each rooftop contributed to the campaign, which created a total budget large enough to create a big impact.

Local Shoppers

Digital Marketing Platform

G Google Partner
PREMIER 2022

2022 Microsoft | Advertising
Select Partner

∞ Meta Business Partners

Our dealer group ran this campaign for ten months, resulting in a monthly average of:

20k	208	8.8%	$0.35	$13
CLICKS	LEADS	CTR	CPC	CPL