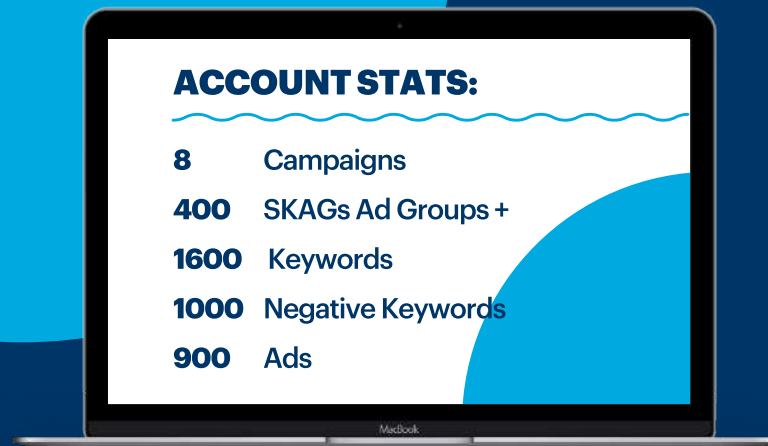


**See how Bennett Dunlop Ford lowered their cost per lead and increased lead volume in just 3 months.**



**We helped in the strategy planning of building out SKAGs Search campaigns, non-branded campaigns to fill in the funnel with dynamic shopping ads. Since working together, the results we look on are the decrease in CPA by 40% and an increase in conversion rate by 123% along with ROI increase by 360%.**

## About Project

Your full-service Regina Ford dealership for Ford, SVT, and Hennessey. From sales to service, 30-minute oil changes, detailing or body shop, we're here to help you.

We provide experiences for people who want quality and value, through a team passionate about being the best.

Bennett Dunlop Ford has been serving Regina since 1975. In 1997, Trevor Boquist became Dealer Principal and the Driving Change philosophy was born. Trevor along with the rest of the staff at Bennett Dunlop Ford are constantly involved in the community, participating in events such as the JDRF Walk for the Cure, NCCA Clean-Up, KidSport Corporate Challenge, and many others.

Bennett Dunlop Ford has won numerous awards in the past few years, including eleven President's Awards, and this year, the highest award the Canadian Automobile Dealer's Association can give - the CADA Laureate Award.

## How we did it:

- ✓ Campaign Types (Branded Campaigns  
Dynamic Campaigns Remarketing  
Campaigns Site Visitor Remarketing  
Dynamic Remarketing General Campaigns)
- ✓ Single keyword ad groups
- ✓ Set up of calls only ads
- ✓ Continuous updating of ads according to season and promotions
- ✓ Keyword Match Type
- ✓ Manual bidding due to high seasonal fluctuations

**30%**

Decrease in CPC

**40%**

Decrease in CPA

**123%**

Increase in conversion rate

**66%**

Decrease in budget waste

**117%**

Increase in the number of leads

**Get Result Like These**

Let's work together! Get started with a custom proposal.

**GET MY PROPOSAL**