



700% INCREASE

## in Google Ads performance for a Canadian Mercedes-Benz Dealer

### Engaged Prospect Metric

sMedia maximizes the ROI (return on investment) of ad spend by finding Engaged Prospects among dealer's traffic.

We analyze hundreds of the behavioral indicators of buyers, such as clicks patterns, searches, Vehicle Detail Page (VDP) interest, and condense them into a universal metric – an Engaged Prospect.

The more Engaged Prospects you have on your website, the higher are the chances of converting them into a sale.

We use Engaged Prospect Metric to buy traffic and optimize ad campaigns.



**Engaged**  
Prospect Metric

### Need for optimization

A Canadian Mercedes-Benz dealership allocated \$1,615 of monthly budget for Google Ads to generate new demand and attract in-market buyers. They turned to sMedia to maximize the return on marketing investment.

sMedia applied Engaged Prospect Metric to the dealer's Google Ads account. Their marketing team used Search and Display campaigns, but they were constantly hovering above industry benchmarks for Cost per Engaged Prospect.

The dealer spent \$1,615 on Google CPC campaigns and got 148 Engaged Prospects.

Since the Cost per Engaged prospect was \$10.92, we realized there was significant room for improvement by getting more value out of the Google Ads ad spend.



## Optimizing for Engaged Prospects

sMedia pulled budget from redundant retargeting campaigns on Google Ads that didn't bring Engaged Prospects to the website. By switching the dealer to the Facebook Retargeting, we were able to allocate more Google Ads budget.

First, we invested \$300 into **Google Search Ads**. Search is a low-hanging fruit that tends to be more expensive – buyers who are searching for an exact year, make, and model have a higher likelihood of purchasing. For this reason, we want to capture as much of the search market share as we can while balancing costs.

The dealer's market share of the Google Search was low – they would show up in the search results 6 out of 10 times, only getting 60% of the search impression share.

Once we optimized ads for in-market buyers, the dealer's search impressions share reached 90%. For the same budget, we brought 80% more Engaged Prospects to the dealer's website.

We moved on to generating new demand with **Google Display Ads**.

We added \$100 to Google Display Ads campaign, designed for review sites and third-party listings sites. The ads displayed similar or exact vehicles the buyer had an inclination towards. For \$100, we brought 960 new Engaged Prospects to the dealer's website.

Through optimizing for Engaged Prospects, we increased the search market share for buyers who are low funnel searching for vehicles, and created demand for buyers who are shopping for other cars – all without additional marketing investment.

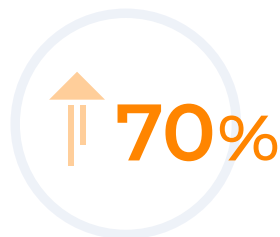
Source / Medium	Users	New Users	Sessions	Bounce Rate	Engaged Prospects, %	Engaged Prospects, #	Total Cost, \$	Cost per Engaged Prospect
regular google / cpc	374	306	462	45.45%	32.03%	148	1615.67	10.92
sMedia google / cpc	1773	1665	2536	47.44%	70.29%	1179	1615.67	1.37

Google Ads campaigns performance before and after Engaged Prospect Optimization, no budget increase

### Key Results



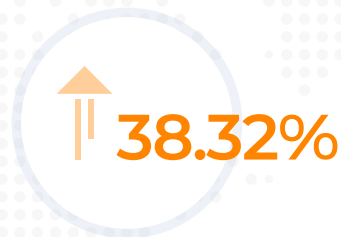
Overall Google Ads performance



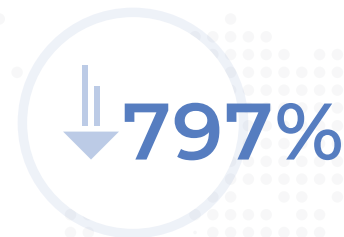
Number of Engaged Prospects



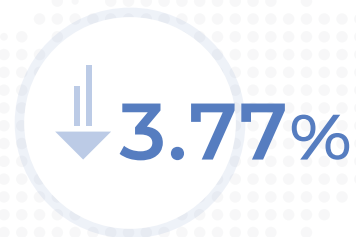
Users



Sessions



Cost per Engaged Prospect



Bounce Rate