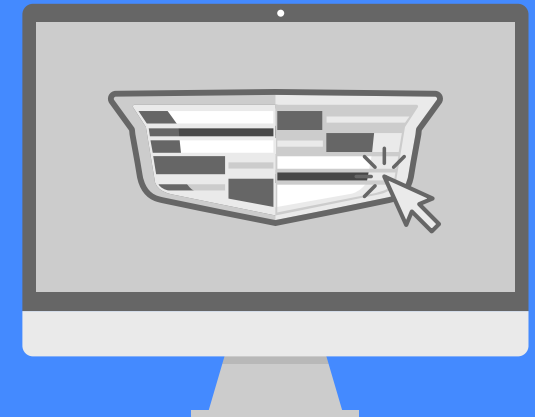


# Fox Dealer helps SoCal Cadillac accelerate sales.

Southern California Cadillac dealers hit new highs in sales and Cadillac-branded searches.



5.2%

increase in new Cadillac sales YOY



8%

increase in branded searches within 1 year



30%

increase in committed ad spend for Q2

## Goals

- Primary sales objectives were to generate brand awareness, drive more website traffic, and increase sales.
- Both a goal and a challenge: create cost-effective campaigns in order to boost lead form submissions.

*"Fox Dealer delivered the results they promised and then some. The elevated brand awareness is what Cadillac needed to increase market share in Southern CA."*

-Cliff Allen, Pres.  
Southern Cadillac Dealerships Association

## Results

- Fox Dealer ran ads that were optimized for each channel within GDN. This resulted in improved searches, increasing traffic for Cadillac's 12 local dealers, and higher conversion rates leading directly to more sales.
- Through retargeting, Google analytics goal conversions showed Fox Dealers increased Cadillac lead form submissions by 20% in the first month and by 25% in the second month—without increasing the ad budget.