



AUTO

TAKING CARE OF AUTO MAINTENANCE CLIENT DURING COVID-19

 MULTIPLE CITIES, VA



GOAL

- When this Auto Maintenance shop came to Conduit Digital, they really wanted to make a push to gain new clients by using their oil change promo creatives.
- Brand Awareness was a major focus for them so we wanted to set up a Programmatic Display campaign to help them stand out.

CHALLENGES

- During the campaign, we had to adjust our strategy due to COVID-19. Many people have not been focused on car maintenance during this time, and if they are, they might not want to leave their homes.
- We recommended that the client shift their goals to strictly awareness about their new program which involved their employees driving to their customers' homes for service.

RESULTS

- During this 6 months campaign, which culminated during the height of the COVID-19 pandemic, we drove in 687 total geo-conversions.
- We did this by focusing on the highest converting locations in nearby corporate centers and communities. In addition, there were 157 website conversions to schedule service appointments on the site after seeing an ad.
- The brand awareness campaign was so successful that direct searches for their name became their highest converting keyword! Thanks to the success of the campaign, the client doubled their budget and expanded their marketing efforts to another location.

687

GEO-CONVERSIONS

157

WEBSITE CONVERSIONS

4X

CAMPAIGN INCREASES

