

Case Study

Jerry Damson Honda

Problem

Increase sales and market share

Jerry Damson Honda wanted to obtain dominance of their local Honda market by increasing sales of key models while simultaneously boosting their market share against major out-of-brand competitors.

Solution

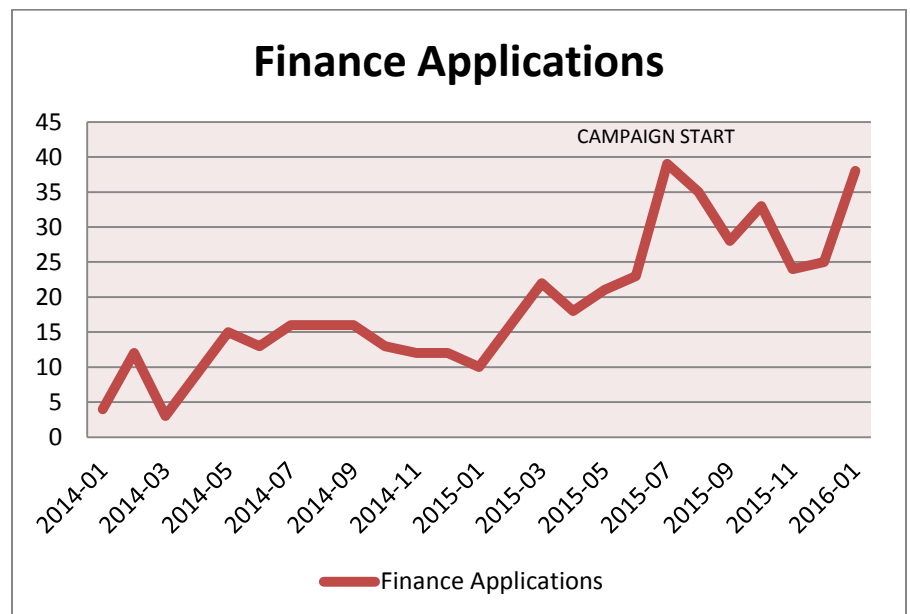
Multi-channel PPC and online video campaign

Aggressive multi-channel campaign aimed at dominating share of voice (SoV) and promoting key models. The campaign consisted of highly-targeted PPC alongside a video campaign conquesting for the Civic and Accord.

Results

Significant lift across all key KPIs

33% lift in Accord & Civic VDP & SRP shoppers
22% lift in VDP traffic
73% lift in hours and directions traffic
174% lift in finance applications



10TH DEGREE, LLC

1 Spectrum Pointe, Ste. 330
 Lake Forest, CA 92630

(866) 529-3555

info@10thdegree.com