

Case Study

West Houston Infiniti

Problem

Increase digital investment to remain competitive

Feeling the squeeze of an increasingly competitive urban market, West Houston Infiniti wanted to efficiently increase their digital investment to increase share of voice and maintain their position in the market.

Solution

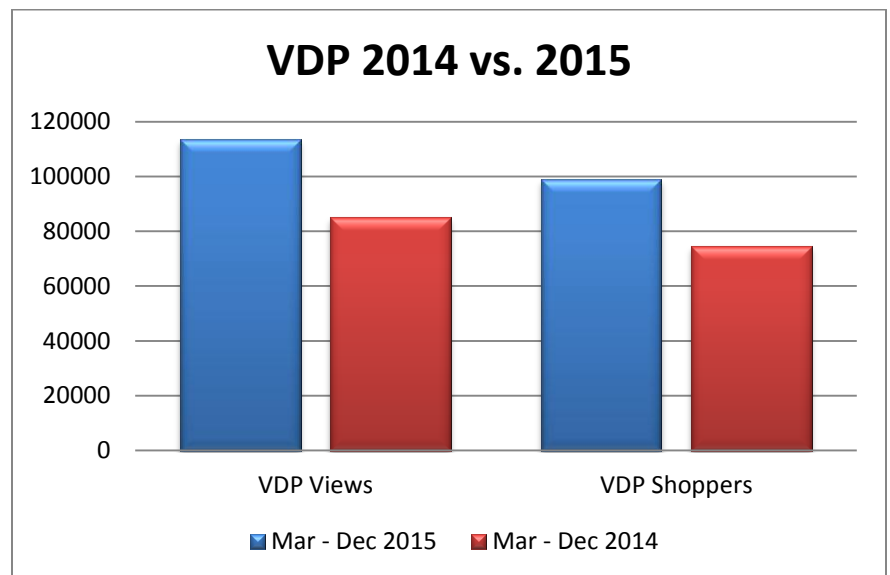
Strategic increases in retargeting and important PPC categories

10TH DEGREE analyzed the campaign and identified important areas of opportunity in the PPC campaign. Incremental investment was focused there, along with an increase in retargeting to account for the additional traffic driven by PPC.

Results

Significant increases across all key KPIs

- 33% lift in SRP traffic**
- 33% lift in VDP traffic**
- 29% lift in hours and directions traffic**
- 20% lift in finance applications**



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