

Achieve Your Business Goals

Case Study: Effect of PMax on Impressions & Lead Volume

Red McCombs Ford increased impressions and hard leads, while also generating 112% more store visits, by running Google Performance Max Campaigns.



Ford Dealer in San Antonio, TX

www.saford.com

Client Name: Red McCombs Ford



"Working with Strong Automotive on all things digital has taken our store here in San Antonio to the next level. They are always right on target with everything Google is doing. They know exactly how to drive more traffic to your website but most importantly increase leads. We appreciate everything they do for us on a day to day basis."

~Shawn Berry, General Manager,
Red McCombs Ford

The Challenge

Red McCombs Ford does not currently run traditional advertising, i.e., TV and Radio, so they rely on a heavy Digital presence to generate reach. Their goal was to expand their reach while also increasing lead volume.

The Approach

Red McCombs Ford elected to experiment with Google Performance Max campaigns as an alternative to purchasing traditional advertising in the San Antonio DMA. Through PMax, impressions run across Google's six platforms including Gmail, Search, YouTube, Discover, Display and Maps. After starting PMax, Red McCombs saw an increase in both Impressions and Conversions, i.e., store visits and phone calls.

The Results

After the first month of running PMax ads, Impressions increased by 243% so Red McCombs Ford decided to increase budget by 66%. By the end of 6 months, Impressions increased by 591%, while Store Visits increased by 112%, and Hard Leads increased by 160%. Although many factors played in to the success of RMF's growth, PMax was the perfect addition to effectively and efficiently reach viewers and increase lead volume in the San Antonio market.

591% **160%**

Impressions Increase Hard Leads Increase

Primary Marketing Objective

Increase Lead Volume and Reach

Featured Product Area

Performance Max Campaigns

Google Ads

