

Achieve Your Business Goals

## Case Study: Maximizing the Search + PMax Combo

Yonkers Honda boosted impression share by 55% and click-through rate by 50% by restructuring Search and Performance Max campaigns.



Honda Dealer in Yonkers, NY

[www.yonkershonda.com](http://www.yonkershonda.com)

Client Name: Yonkers Honda



### The Challenge

Yonkers Honda sought to display monthly lease offers in all Search ad copy for vehicle campaigns, after losing impression share to nearby dealerships. They also wanted to control the budget allocation for Vehicle Ads within Performance Max campaigns.

### The Approach

We decided to enhance each model-specific ad group by incorporating lease offers and relevant keywords. To ensure lease offers appeared in every search, we pinned key headlines and descriptions across all vehicles with monthly specials. To better manage our PMax spend, we separated the Vehicle Ads product feed from existing Performance Max campaigns, allowing precise budget control. Additionally, we enabled Final URL expansion within the traditional PMax campaign to boost ad relevance.

### The Results

Since implementing the changes, Yonkers Honda increased their budget by 37% to support geographic expansion. This budget boost, combined with structural adjustments, led to an 84% rise in impressions, a 55% increase in impression share for Search campaigns, and a 50% boost in CTR. The Performance Max changes were particularly effective, resulting in a 113% increase in impressions from just a 10% budget increase.

"Strong Automotive has been an essential part of our marketing efforts, handling our paid search, mailers, and more. Their collaborative approach and eagerness to help us reach our goals have made them a pleasure to work with. Whether it's executing campaigns or providing strategic insights, they are always reliable and go above and beyond to ensure success."  
~Eileen Santiago, Marketing Manager,  
Yonkers Honda

**55%**

Impressions Increase

**50%**

CTR Increase

### Primary Marketing Objective

Improve Impression Share

### Featured Product Area

Performance Max Campaigns

Google Ads

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