

Achieve Your Business Goals

## Case Study: Effect of AI Audiences on Google Ads Performance

A test group increased Click-Through Rates by over 40% and Impression Share by more than 20% using AI Driven and Retain Audiences in their Google Ads campaigns.

Automotive Advertising Agency in Birmingham, AL

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



15 Mid- to Large-Market Dealerships  
Retain Pixel and AI-Driven Audiences, 30-Mile Radius  
Reporting Timeframe: Retain startup month

### The Challenge

Dealerships continue to lose control of targeting capabilities due to data protection regulations and cookie deprecation. They need a solution to effectively target shoppers at various stages of the automotive sales journey. As digital advertising becomes increasingly saturated, leveraging first-party data for precise targeting is more crucial than ever.

### The Approach

Strong Automotive leveraged advanced AI capabilities to precisely target categorized shopping intenders and dealership website visitors through tailored Google Ads campaigns. By analyzing and selecting relevant topics such as Midsize/Large SUV Shoppers and Service Shoppers, the ads were highly relevant to the audience. Additionally, on-site buying signals were utilized to further refine and boost ad relevance.

### The Results

Data revealed that implementing 5-15 Retain audiences in Google Ads campaigns significantly outperformed traditional strategies. These campaigns saw over a 40% increase in Click-Through Rate, more than a 20% boost in Search Impression Share, an impressive 175% lift in Engagements, and over a 15% increase in Conversion Rate. This highlights the substantial potential of AI-driven approaches to drive significant improvements across key performance metrics, showcasing the effectiveness of leveraging advanced technology in digital advertising.

"We're already seeing improved performance across the test pool for Retain and AI-Driven Audiences - particularly with Demand Gen campaigns. These audiences better inform Google's algorithm about our target market and website visitors, which will continue to boost effectiveness of our campaigns."  
~Avery Arthur, Director of Paid Ads,  
Strong Automotive

**+40%**

CTR Increase

**+20%**

Impression Share

### Primary Marketing Objective

Improve Ad Targeting and Impression Share

### Featured Product Area

AI Driven + Retain Google Ads



**AI DRIVEN**

**RETAIN**

**STRONG  
AUTOMOTIVE**