

# Maximizing cost-per-conversion for Ohio BMW dealer

Dealer Teamwork's MPOP™ platform provides fast and easy-to-use SEM updates by connecting keywords to targeted landing pages



## Goals

- When BMW of Cincinnati North launched their Google AdWords campaign, the primary goal was simple: an effective cost-per-conversion that produced a strong ROI. This goal drove all campaign decisions, including budget increases.
- To maximize cost-per-conversion, Dealer Teamwork proposed a multi-tiered strategy that focused on high-funnel, mid-funnel, and low-funnel customer conversions while adjusting in real-time based on results.
- To create a streamlined marketing workflow with dynamic content creation and transactional data in ad copy and specific landing pages to enable opportunities for faster, easier marketing.

## Results

- The use of transactional data in ads drove low-funnel customers to landing pages, making them ready to convert.
- Based on real-time data, the campaign adjusted to focus on more low-funnel avenues (phone calls, form submissions).
- Effective usage of 20+ landing pages on the site powered the strong conversion rate.

*"We love how the MPOP™ has made it so easy to create an offer and push the info to our website's pages and to our paid search campaigns! The email marketing tool is also very easy to use. I have yet to see any technology that can do what Dealer Teamwork has created. Now our paid search campaigns include the national offers and pricing instantly!"*

– Sarah Sweeney, General Manager, BMW of Cincinnati North



**\$4.88**

Cost-per-conversion using targeted landing pages



**56%**

Conversion rate, demonstrating strategy effectiveness



**81%**

Impression share for maximum visibility

