

Ricart Ford drives high visibility and engagement with Gmail display ads

Classically, display advertising has been viewed as an awareness tactic, but Ricart Ford has achieved engagement metrics that may show Gmail display as a huge lead generation opportunity of the future



\$3.94

Cost per Gmail Click to Website¹



25%

Clickthrough Rate Gmail Display Ads¹



1744

Impressions from Gmail Display Ads¹

Success Story

Ricart Ford is a prominent, family owned Ford dealer that has been operating in Ohio since 1953. They have also been recognized by Ford Motor Company for their excellence in customer satisfaction with new car sales in receiving the prestigious President's Award. This honor is given to less than one percent of Ford dealers nationwide.

Such dedication to excellence is a big reason why Ricart Ford looked to Dealer Teamwork as a partner in digital marketing. Rick Ricart, VP and Director of Sales and Marketing for the Ricart Automotive Group spoke to this decision in saying,

"The leadership at Dealer Teamwork is obsessive about looking for innovation and

for new ways to help dealers improve their marketing. That's why I chose them, and that's what keeps me coming back."

Ricart Ford has always had an appetite to try new things, and when an opportunity to try Gmail display advertising was presented to them, Ricart Ford jumped at the offer.

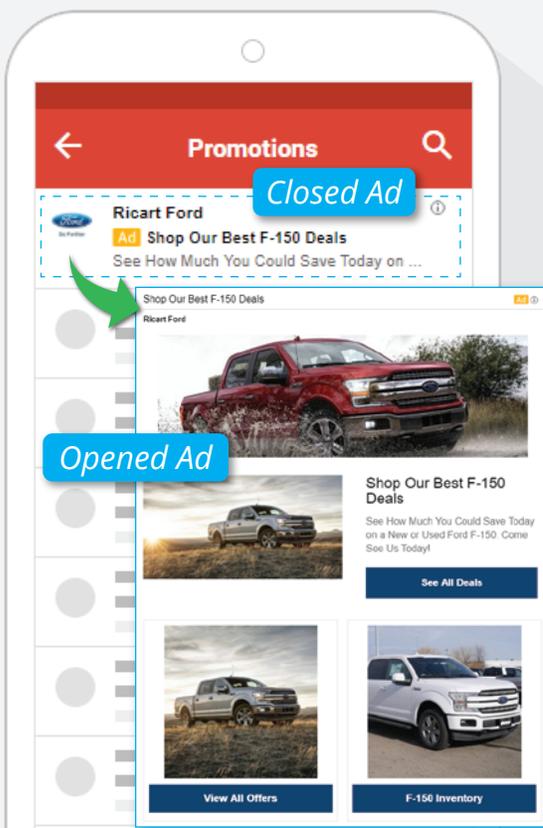
Great results have been achieved because their campaigns were set up for success by targeting in-market shoppers and by syncing the marketing messaging on their website with ad copy. Such control has been achieved through use of Dealer Teamwork's dynamic and responsive landing pages and their proprietary content management and syndication tool, the [MPOP™](#).

Strategy

It's a common belief that display advertising is best suited to cultivate awareness, but Ricart Ford and Dealer Teamwork sought to drive engagement with this form of display advertising. To achieve this, they started by targeting users who had been actively shopping for a new Ford near their dealership.

Ricart Ford and Dealer Teamwork also looked to Google's best practices when writing ad copy. First, they got specific by emphasizing a popular body style and vehicle model in their advertising, in this case Ford F-150s. Second, they enticed viewers to take action with copy like, "see how much you can save today" leading into action buttons inviting viewers to "See All Deals".

The strategy was also centered around frequent evaluation. Ricart Ford's past attempts at Gmail display proved futile when previous vendors waited until the end of the campaign to check in on performance leaving no time to make optimizations if desired results were not achieved early on in the campaign.



"We tried out Gmail display campaigns because we were excited to try something new and to see if it could provide any sort of ROI. After about a week of running the ads, Dealer Teamwork checked in with us, and I was completely blown away with the results. I have never seen performance like this in any campaign!"

Rick Ricart | VP/Director of Sales & Marketing | Ricart Automotive Group

Results

Gmail display ads function and are served differently than standard display advertising, but they are still categorized as display advertising. Display ads are typically generalized as "disruptive" ads, meaning something you did not ask to receive. On the other side of the spectrum, ads in Google search results are not considered disruptive because you are essentially asking to see them by searching.

This is why many people believe display to be a pure awareness tactic. In fact, overall display advertising typically has a less than a 1% average clickthrough rate (CTR).² This is far less engaging than the Google benchmark for text ad CTR coming in at 4%.³ **With a CTR of 25%, Ricart Ford is engaging viewers at an**

over 2000% higher rate than overall display advertising standards, showing Gmail display can be effectively used as much more than an awareness tactic.

On top of these incredible engagement metrics, this form of advertising shows strong ROI potential because **in May of 2018, Ricart Ford got their message in front of almost 2000 in-market shoppers for less than \$100, and drove people to their website at around \$3.94** (cost for Gmail click to website). In comparison, they were spending an average of \$4.69 per click in May 2018 on AdWords text ad campaigns – **yielding 16% cost savings.**

¹May 2018 Gmail Display campaign results

²Google's North American Benchmark data for April 2017 (most recently reported benchmark)

³Google's Auto Vertical Insights Q1 2018