

# Valley Autos use Discovery & Local Campaigns to drive a 90% increase in leads at a -37% lower cost per lead

Award-Winning, Full-Service Car Dealerships  
Denver, Colorado, USA • [www.valley-autos.com](http://www.valley-autos.com)



## The challenge

CO-based Valley Autos wanted to ensure that their brand name stayed top of mind as people researched for their next vehicle. Feeling confident with their Search strategy, they were looking for innovative solutions to reach a broader customer base while also producing incremental leads.

## The approach / GoG Products Utilized

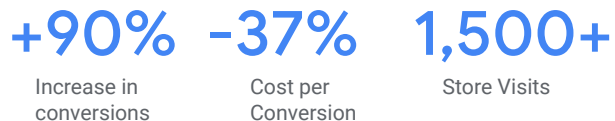
Valley Autos used Discovery Campaigns to prospect and attract interest from potential customers. Pairing this with Local Campaigns, they were able to direct now in-market customers to their stores instead of competitors. Using this full funnel approach, Valley Autos was able to significantly increase leads at a more efficient cost for 3 of their most competitive locations.

## The Result

After running this full funnel strategy for 2 months, the 3 test locations for Valley Autos have driven a 90% increase in conversions (phone calls, lead form submissions, store visits) at a cost per conversion that is down 37%. The strategy has also assisted foot traffic, garnering 1500+ store visits. This was accomplished by raising account budgets, on average, 10%, and allocating 20% of total budget to Discovery + Local.

The success we've had with testing these new campaigns during a pandemic showcases the importance of effectively targeting the right audience with the right message in a strategic way for optimal Return on Ad Spend."

– Jake Liberatore, VP of Operations



Metrics compare Sept-Oct 2020 vs. July-Aug 2020 since campaigns launched Sept. 1

## What's Next

With Black Friday and year-end sales events ahead, Valley Autos plans to invest more in this full funnel strategy to showcase their specials. Additionally, they will be expanding the full funnel strategy to their other locations to drive similar results.