

Industry Success Stories



About the Client

A **Chevrolet Dealer** utilized AdMessenger to drive clients to their location and increase sales.

Campaign Details

The campaign took a layered approach by using geotargeting and targeting adults 25-54 who were auto intenders and in the market for a new vehicle. The campaign ran for **one month** and had a budget of **\$675**.

Messaging

RECEIVE A \$10 GAS CARD - take a test drive during February at CHEVROLET OF TROY. Call 937-335-0096 for more information. Hundreds of Vehicles priced below MSRP.

Results

The campaign successfully delivered **150,433 impressions**, had **4,427 taps**, and had a **CTR of 2.9%**!

