

Case Study

Driving dealer site visits with inventory and pricing specific ads on YouTube



The Approach

Blue Springs Ford partnered with Google and Advid to reach car shoppers and drive lower funnel actions and intent with custom video ads. Advid generated 119 videos in one month that highlighted each model on the dealer's lot and included incentive-based offer messaging. Leveraging YouTube and Google's in-market audiences, Blue Springs Ford was able to obtain cost-effective views, increase clicks to the dealer site and increase engagement rate to its highest levels.

31,049

Views

The Results

32.8%

engagement rate
March 2021

4x

clicks to dealer website
March vs February 2021

“Advid provides a seamless video solution for our dealership and YouTube is one of the most effective places to reach in market shoppers - together they deliver undeniable results.”

- Blaine Balderston | GM Blue Springs Ford