

# INCREASED LEAD VOLUME 22X OVER ONE YEAR PARTNERSHIP WITH WHOLESALE AUTO DEALER PLATFORM

## Business Challenges

- Uncharted competitive landscape with minimal insights
- Emergent market with minimal data and trends
- Spending efficiently across multiple channels

## (un)Common Approach to PPC

- Custom user messaging & audience-specific targeting
- Conquest competitors to dominate market
- Continuous expansion driven by ongoing, data-driven research & testing

## (un)Common Results

