

Case Study

YouConnex agency used the Choozle platform to drive brand awareness about their client—Clearwater Toyota Auto Dealership—with the additional goal of increasing Clearwater Toyota’s website traffic.

The Objective

- Increase awareness of Clearwater Toyota Auto Dealership within Pinellas County, Florida
- Utilize third-party data targeting to reach the desired target audience
- Drive incremental leads to the site, and ultimately lift sales for new and used cars

The Solution

YouConnex leveraged the Choozle platform to reach in-house automotive buyers across the web, through video, display, mobile, and in-app advertising.

YouConnex also utilized contextual targeting to primarily advertise on sites and apps related to auto, local news, and sports.

By combining these strategies, Clearwater Toyota reached prospective customers for more efficiently than if they had simply advertised on auto sites.

*“Choozle allowed us to **precisely reach** in-market Toyota buyers as well as shoppers of the competitive set. This resulted in the highest sales month in Clearwater Toyota’s history with more than 450 cars sold.”*

–John Morgan, VP of Digital Media, YouConnex

Key Results

2M total impressions

during the first 30 days of the campaign

\$6.00 CPA

(cost-per-acquisition) throughout the campaign

Above average CTR

(click-through rate) compared to other platforms

Best month in history

450 cars sold during the campaign

70 daily visits

to the dealership website (incremental growth)