



TRAFFIC AD Case Study

1 MONTH RESULTS

4887
Clicks to Website

\$0.40
Cost Per Result

THE CLIENT



MEET KEVIN.

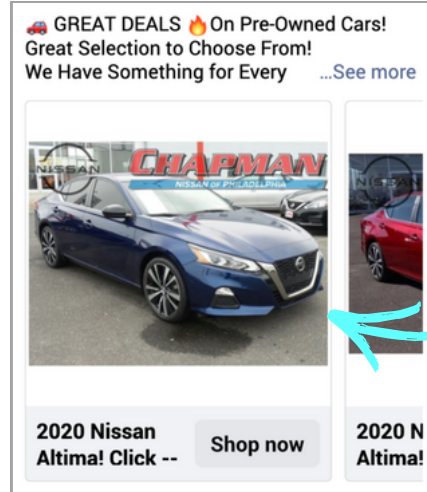
- Kevin wanted to increase traffic to inventory on their website.
- We helped them set up live inventory catalogs to use in their traffic ads.
- By doing so, the inventory used in the ads is always current.

WHAT IS A TRAFFIC AD?

A traffic ad is designed to send people to a website or URL. Choose the traffic objective if you want to:

- send people to your website
- encourage people to shop your inventory
- show your ad to people most likely to click on it

TRAFFIC AD EXAMPLE



LIVE INVENTORY

GOOGLE ANALYTICS 1 MONTH RESULTS

Source / Medium	Acquisition
	Users ↓
	41,456 % of Total: 100.00% (41,456)
1. google / organic	12,837 (30.07%)
2. (direct) / (none)	11,919 (27.92%)
3. RR Facebook / Traffic	4,790 (11.22%)
4. gmb / organic	4,279 (10.02%)
5. cars.com / referral	2,434 (5.70%)
6. nissanusa.com / referral	2,088 (4.89%)
7. m.facebook.com / referral	1,072 (2.51%)
8. cargurus_rpm / display	647 (1.52%)
9. bing / organic	513 (1.20%)
10. consumer.xtime.com / referral	493 (1.15%)

#3 OF ALL TRAFFIC SOURCES!

ONE MONTH RESULTS

Campaign	Results	Reach	Impressions	Cost per result
RR - Traffic - Cars Catalogue - ...	1,784 Link clicks	26,905	68,750	\$0.35 Per Link Click
RR - Traffic - CPO Catalogue - ...	1,898 Link clicks	23,944	54,236	\$0.33 Per Link Click
RR - Traffic - Trucks Catalogue...	1,205 Link clicks	31,776	77,469	\$0.52 Per Link Click