



Agriculture Dealership Case Study

9 MONTH RESULTS | ACTIVE CLIENT | WESTERN REGION

Introduction

We deliver unique data and insights that align the buyers and sellers who drive the economy. We understand that to know people better is to serve them better, and you can count on us to be modern where it matters, and traditional where it counts.

Key Metrics

\$118
Cost Per Lead

3.6M
Impressions

**Note results will vary based on territory, campaign duration and budget*

Challenges

The dealership encountered difficulties in efficiently managing inventory turnover, and their digital campaigns failed to yield a high return on ad spend (ROAS) or enhance their market share compared to competitors.

Solutions

Fusable and the client collaborated on developing an omnichannel strategy, incorporating targeted display, geofence display, Facebook, SEM, and CTV. Through these avenues, the dealership achieved success in 2023, meeting their objectives related to market share and equipment sales cycle. As a result, they have entered 2024 with additional product promotions and an agriculture marketing budget that has doubled due to the previous accomplishments.



SEM



Meta Leads



Geofencing Display



Targeted Display



CTV

Benefits of Fusable



Increase Sales with Qualified Leads

Our data enables us to target companies and individuals in need of your inventory, which results in high quality leads and increased ROI.



Industry Knowledge

We understand buyer behaviors and buying cycles for your specific segments.



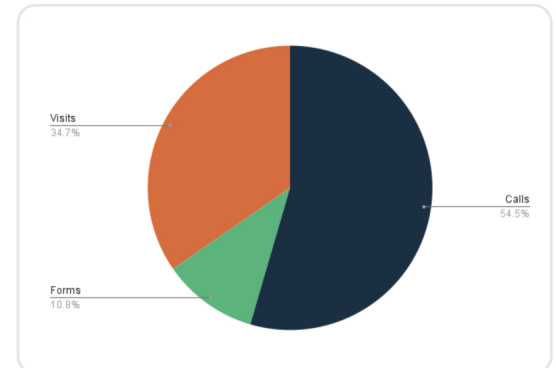
Team of Experts

With a team of 40+ digital marketing experts, we provide diverse expertise, fostering creative strategies and delivering comprehensive solutions for impactful campaigns.

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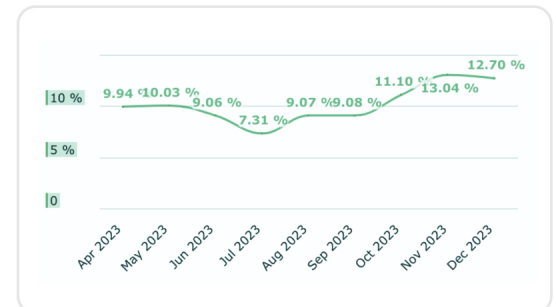
Leads

Generating leads predominantly through phone calls, our campaign yielded high-intent leads. The \$117.54 CPL underscores the quality of engagements, with 34.7% from store visits, 10.8% from forms and 54.5% from calls. Store visits offer firsthand exposure to equipment, while phone calls facilitate direct engagement with the sales team, enhancing the overall effectiveness of our lead generation efforts.



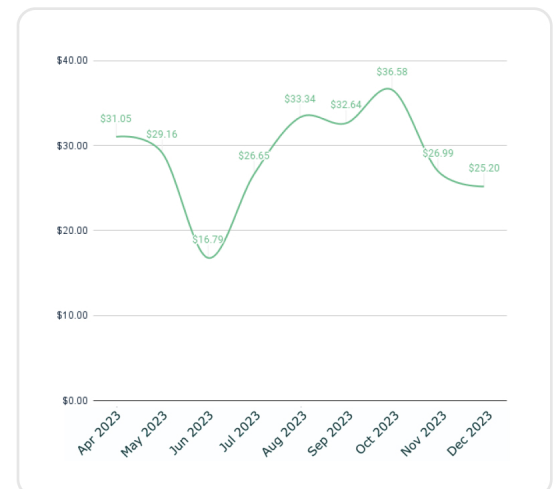
SEM CTR

Within our Search Engine Marketing (SEM) strategy, our Click-Through Rate (CTR) serves as a vital indicator of success. A high CTR is not merely a metric; it reflects our focused approach with narrowed-in keywords and engaging ad copy. This precision results in a CTR that surpassed industry standards by over double.



CPM

Despite our lead-focused omnichannel approach, our noteworthy \$27.21 CPM reflects efficient cost-per-thousand impressions. While half of our campaigns prioritize leads over impressions, monitoring CPM remains valuable. This efficient CPM not only signifies our cost-effective reach and market presence but also underscores the strategic balance we maintain between lead generation and overall brand visibility across diverse channels.



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