

7 months

Active

Southeast

# Data-driven lead generation

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.



## Challenges

The dealership faced challenges with its existing digital marketing provider in generating leads and targeting verified decision-makers within their territory. This led to unqualified leads through their marketing advertisements during the busiest season for the dealership.

## Solutions

Fusable addressed the dealership's lead generation challenges through a data-driven approach, targeting verified decision-makers within their territory for increased sales and improved ROI. Leveraging industry knowledge, Fusable tailored the marketing campaigns to align with existing in-house campaigns, specific buyer behaviors and purchasing cycles, which maximized the effectiveness of the dealership's outreach.

### Quick Facts

**\$87**

Cost per lead

**2.6M**

Impressions

Note: Results will vary based on territory, campaign duration and budget

- Meta Leads
- Geo-fencing Display
- Targeted Display

## Benefits of Fusable



### Increase Sales with Qualified Leads

Our data enables us to target companies & 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.

## Leads Volume

Through meticulous campaign management during a trial period, our team successfully provided results worthy of increasing marketing budget. As a direct result, lead volume experienced an exponential growth, highlighting the effectiveness of our targeted adjustments in driving substantial and impactful outcomes.



## CPM

Our team successfully optimized the campaign, resulting in a remarkable 48.8% reduction in the cost per thousand impressions (CPM), dropping from \$29.34 to an impressive \$15.01. Through strategic adjustments and targeted refinements, we maximized efficiency and achieved significant cost savings for the campaign.



## Clicks

Although the primary focus of this campaign has been generating leads, clicks serve as a crucial secondary metric for gauging audience engagement. With dedicated campaign management and an augmented budget, our strategic efforts have resulted in a remarkable transformation. This substantial increase over time underscores our team's proficiency in optimizing not only lead generation but also enhancing overall user interaction and engagement.

