



Advertising agency lowers CPC by 43% & boosts engagement for auto dealerships with Vendasta MatchCraft

Note: The customer in this case study has been anonymized to protect client confidentiality.

-  This digital advertising agency is headquartered in New Orleans.
-  Specializes in digital advertising for automotive dealers.
-  Vendasta partner since 2024.

Business goals

- ✓ Reduce CPC and improve ad spend efficiency for automobile dealership clients.
- ✓ Drive higher CTR, impressions, and lead generation through targeted Vehicle Listing Ads (VLAs), ensuring dealerships reach more qualified buyers.
- ✓ Deliver measurable growth in leads and sales while maintaining cost efficiency.

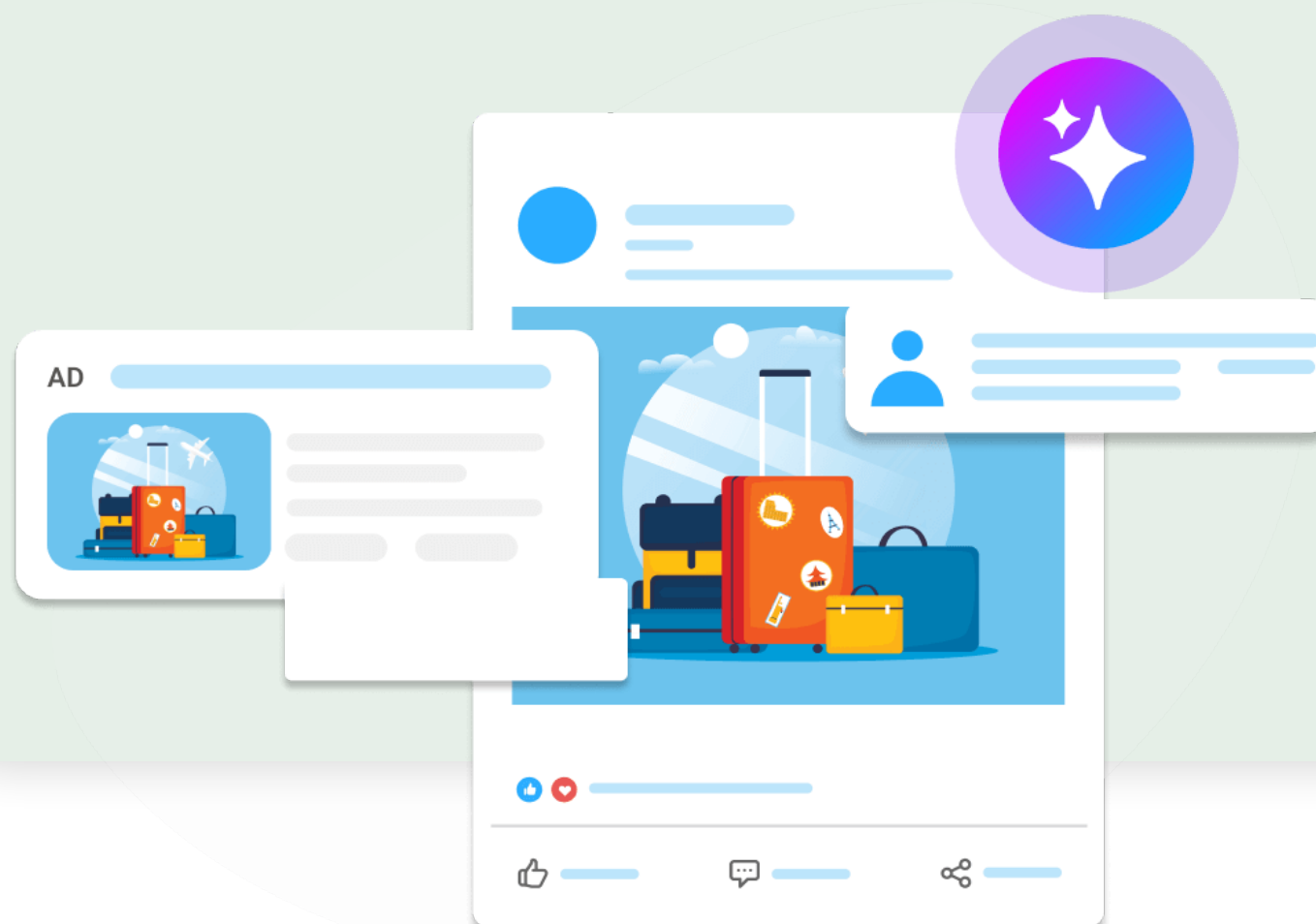


 **VENDASTA**

Powerful growth: Boosting clicks, lowering costs, and expanding reach

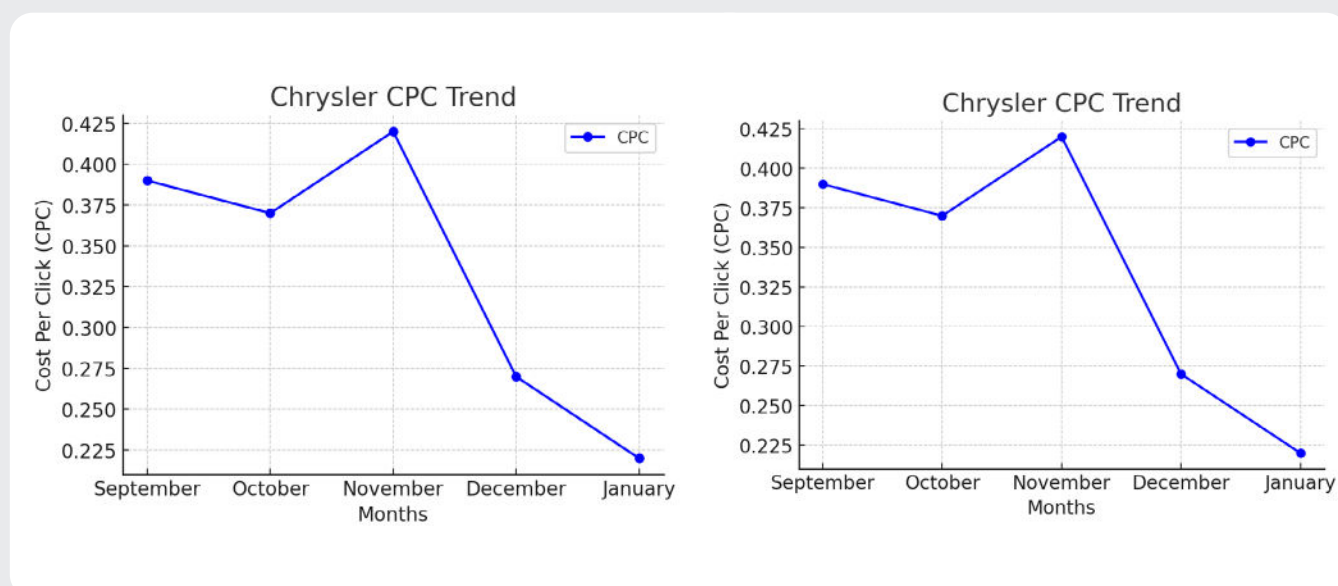
78.5%
increase in clicks

A significant jump in user engagement through optimized VLAs and precise audience targeting.



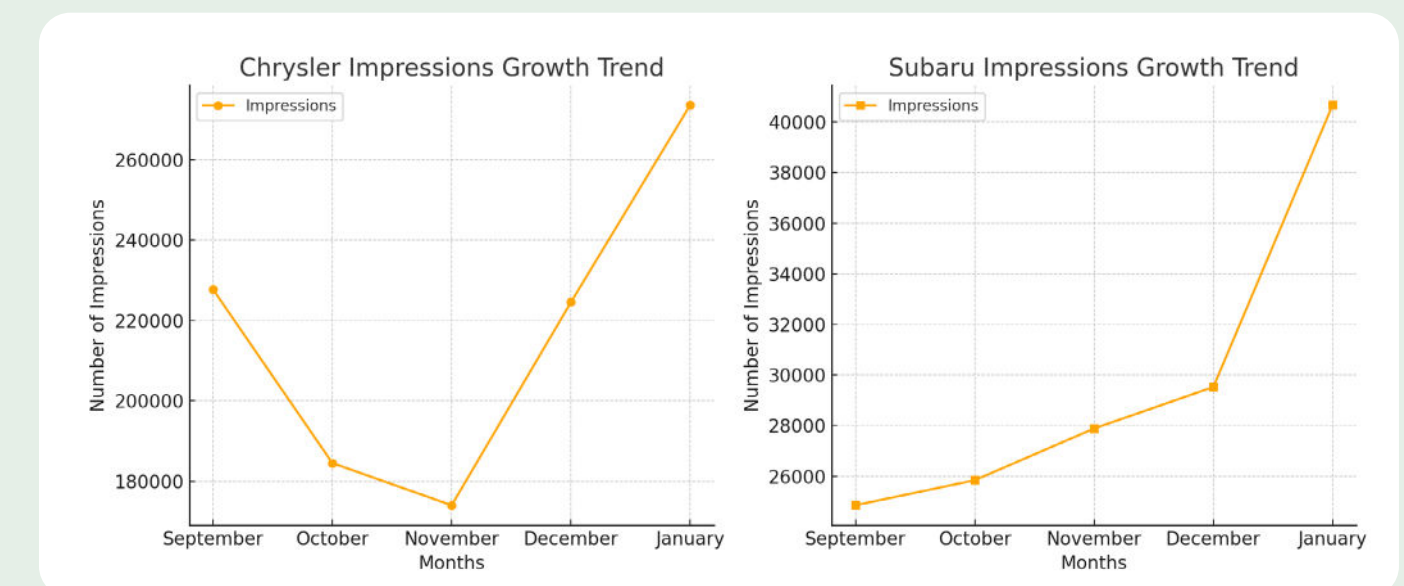
43%
reduction in
Cost Per Click (CPC)

By leveraging automated bidding strategies, the agency successfully lowered ad costs while maintaining high-quality traffic.



20%
growth in impressions

With improved ad placements and enhanced targeting, the agency increased brand visibility, ensuring dealership ads reached a wider and more relevant audience.



**Time period covered: September 2024 to January 2025. Data provided by the agency.*

Turning ad spend into real ROI

“(Vendasta) MatchCraft completely changed the game for our automotive campaigns. The automation, targeting, and analytics gave us the edge we needed to lower CPC and deliver measurable results for our clients.”

**- Marketing Manager of
Advertising Agency**

