

University Volvo

September 2024



UNIVERSITY VOLVO CARS



Paid Performance



Google Ads: MoM Performance

	Impr.	Clicks	Cost	Conversions
September 2024	409,880	5,090	\$8,792.91	221.87
August 2024	114,186	3,666	\$7,794.61	210.36
% Change	↑ 258.98%	↑ 38.84%	↑ 12.8%	↑ 5.5%

September 2024 saw significant growth in overall campaign reach and engagement compared to August. Increased impressions and clicks suggest the ads reached a much larger audience and drove more traffic. Although costs went up, the rise in conversions shows that the additional investment was worthwhile, contributing to better results and a more effective campaign overall.

Paid Performance



Google Ad Keywords: Monthly Performance

Top 5 search queries that brought in most conversions:

- "Used vehicles"
- "Volvo dealership"
- "Volvo"
- "Volvo Charlotte"
- "Volvo Charlotte service"

Summary: The keyword "used vehicles" led in conversions in September with 29.5, indicating a sharp increase in interest for used vehicles during the month.

The keyword "used vehicles" was recently added through the new VDP Dynamic Used campaign, which directs users to the used vehicle inventory page. By incorporating broad-term keywords like "used vehicles," the campaign is able to attract a wider audience, driving higher engagement and leading to more conversions.

Paid Performance



Google Ads: September Market Share

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
volvocars.com	18.82%	43.99%	66.90%	95.07%	71.24%	11.31%
You	16.02%	—	—	83.16%	36.61%	—
johnsonvolvocarscharlotte.com	< 10%	18.54%	50.99%	86.13%	35.45%	14.51%
echopark.com	< 10%	5.73%	45.53%	84.88%	29.68%	15.60%
cargurus.com	< 10%	7.47%	20.80%	48.28%	11.21%	15.77%
carmax.com	< 10%	9.09%	22.29%	57.03%	7.59%	15.69%

September 2024 auction insights show that volvocars.com still ranks above our site, but only by a narrow 3% margin in impression share. This indicates that the newly introduced campaigns have been effective in helping our ads win more auctions. While volvocars.com maintains a significant lead in absolute top-of-page rate (appearing as the first ad), we are closing the gap in top-of-page rate. Competitors like johnsonvolvocarscharlotte.com, echopark.com, cargurus.com, and carmax.com all hold impression shares below 10%, consistent month over month, suggesting our account health remains strong. With ongoing optimizations, we're potentially positioned to overtake volvocars.com in the future.

Paid Performance



Google Ads Structural Overhaul (YoY)

Active Campaigns (September '24)

- Video Efficient reach (TV Only)
- Video Conversions (Excluding TV)
- VDP Dynamic - Used
- VDP Dynamic - New
- Display
- Search - New Models
- Search - General
- Smart
- Service
- Click To Call - New

Previously Active Campaigns (September '23)

- Display
- Search - General
- Search - Service
- Search - Used Models
- Search - New Models
- Search - Electric Models

Paid Performance



Google Ads: Structural Overhaul (YoY) Performance

September 2024:

Impressions:	409,880
Clicks:	5,090
Cost:	\$8,792.91
CTR:	1.24%
CPC:	\$1.73
Conversions:	215.87
Impr. Share:	15.95%

September 2023:

Impressions:	112,517
Clicks:	2,997
Cost:	\$7,923.04
CTR:	2.66%
CPC:	\$2.64
Conversions:	194.66
Impr. Share:	14.22%

In September 2024, the campaign significantly outperformed the previous year, with a notable increase in impressions and clicks, reaching a much larger audience. Although the account spent a bit more and the click-through rate (CTR) dropped, cost-per-click (CPC) became significantly more efficient, resulting in more conversions at a lower cost. The slight improvement in impression share highlights increased competitiveness, and overall, the campaign delivered better results in reach and performance compared to September 2023.

Paid Performance



Google Ads Key Takeaways

September Account Updates:

- New Campaigns
 - In September, several new campaigns were launched, including video, click-to-call, and VDP Dynamic search campaigns. The video campaigns were divided into two segments: one focusing on YouTube ads and the other on YouTube TV ads, aimed at reaching a broader audience. VDP Dynamic search campaigns direct users to top-level inventory pages for both new and used vehicles, targeting broad keywords to capture a wider range of potential customers. Click-to-call campaigns provide an additional option for users to contact the dealership directly, increasing the potential for lead generation.
- Continued Optimizations
 - In addition to launching new campaigns, we continuously optimize pre-existing ones, a practice that has proven effective this past month. Optimizations include looking at ad copy, search terms, keywords, placements, etc. These ongoing optimizations have enhanced performance, and the same approach will be applied to the new campaigns to ensure continued success.

Paid Performance



Facebook Structural Overhaul YoY

Active Campaigns (2024)

- AIA - Facebook - ALL LISTS
- AIA - Facebook - BROAD TARGETING
- Traffic | Offer | September 2024 | \$250

An “ALL LISTS” campaign consists of prospecting, service, and sold lists pulled from ELeads. The offer promoted the 2024 Volvo XC60B5.

Previously Active Campaigns (2023)

- AIA - Facebook - New - HEC (PHI Made)
- AIA - Instagram - New - HEC (PHI Made)

HEC stands for “Housing, Employment, Credit”. AIA ads fall under a special ad category that limit targeting capabilities. The ELead lists we use are ways to work around the limitations.

Facebook and Instagram in separate campaigns allowed us to determine which platform has higher engagement. Facebook outperformed Instagram.

Paid Performance



Facebook Structural Overhaul YoY Performance

September (2024)

Impressions: 310,226
Cost: \$2,468.19
Clicks: 7,344
Website Content Views: 5,266

Δ%

-37.54%
-37.49%
+1.41%
-62.49%

September (2023)

Impressions: 496,653
Cost: \$3,948.16
Clicks: 7,242
Website Content Views: 14,038

Takeaways: Volume of impressions and website content views have decreased significantly YoY, however, clicks increased by 1.41% with a 37.39% budget decrease.

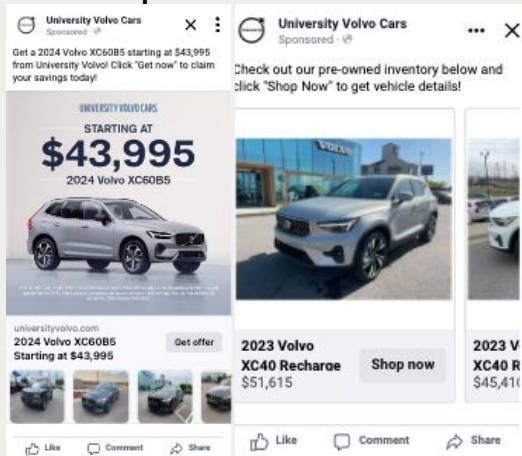
Eleads & retargeting audiences target more relevant higher valued potential customers, increasing budget efficiency. While there is a decrease in website content views, we are bringing more individuals to the site.

Paid Performance



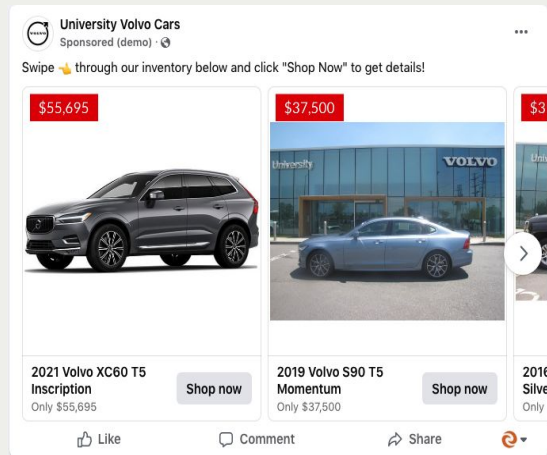
Facebook Structural Overhaul YoY Performance (Cont.)

September 2024



Offer Ad & Carousel AIA Campaign

September 2023



Carousel AIA Campaign

Takeaways: Facebook now allows for users to click on catalog items related to the images. Allows for direct traffic to VDP or the intended destination link.

Carousels and single-image ads break up feeds and draw attention to content. Quality images of real vehicles on the lot increase trust and authority of the page. They compare better to stock images.

Paid Performance



Website Analytics



Month	September 2024	August 2024	Percentage Change
Users	15,077	12,713	+18.6%
New Users	14,893	12,572	+17.5%
Avg. Time on Site	2m 33s	2m 50s	-9.9%
Pageviews	45,264	48,823	-7.3%
Sessions	19,943	17,924	+11.2%
Pages/Session	2.27	2.72	-16.5%
Engagement Rate	54.7%	67.4%	-18.8%

Takeaways:

September 2024 data shows a notable increase in traffic, with users rising by 18.6% and new users up by 17.5% compared to August. Sessions grew by 11.2%, indicating more visitors interacting with the site. However, user engagement metrics declined, with average time on site down by 9.9%, pageviews falling by 7.3%, and pages per session decreasing by 16.5%. The engagement rate dropped from 67.4% to 54.7%, suggesting that while we attracted more users, they interacted with fewer pages and spent less time on the site.

These changes reflect the impact of our September strategy to draw in new users. New users typically engage less than returning visitors, so the decrease in engagement metrics is expected. As we continue to attract more traffic, the focus will be on converting this influx into deeper engagement and potential leads or sales.

MoM Website Analytics



Website Trends and Next Steps:

- Overall:
 - Website traffic up MoM, but engagement metrics are down
 - This is expected as new users engage less than returning visitors
- Next steps:
 - Continued campaign optimizations:
 - Ad copy improvements
 - Adding relevant keywords
 - Search term audits
 - Optimized location targeting
 - Placement optimizations
 - Monthly incentive video
 - Monthly incentive display ads

Website Analytics



Social Analytics



Performance Summary

Metric	September 2024
Post Engagement	6,473
New Page Likes	2
New Page Followers	2
Post Link Clicks	414
Unfollows	0



Google Analytics for Social

Session primary channel group (Default Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session
Organic Social	414	275	0.6642512077	15.35990338	4.553140097

In the Organic Social channel, there were a total of 414 sessions, with 275 of those being engaged sessions, resulting in an engagement rate of 66.4%. On average, each session had an engagement time of approximately 15.36 seconds, with 4.55 events occurring per session. This indicates that while a majority of users were engaging with the content, the engagement duration per session was relatively brief, though users interacted frequently within that time.



Top 3 Posts: Facebook



**University Volvo Cars**



Fri 9/6/2024 1:08 pm EDT

We LOVE to hear from our customers about their experiences with us at University Volvo! Feel free to leave us a...

When we arrived at the University Volvo lot, Elton greeted us kindly and told us that Mallory would be with us soon. Even after we purchased our XC90 T5 from Mallory, when Mallory wasn't there to help, Elton was available. I was amazed at the teamwork of this dealership. It wasn't about the sale; it was about the customer, and you can see it.

- Dwayne H.

Reach

88

...

\$



**University Volvo Cars**



Sun 9/8/2024 12:09 pm EDT

Did you know? As a Costco Auto Program member, you can get exclusive discounts from select dealers. Now...



Reach

75

...

\$



**University Volvo Cars**



Fri 9/20/2024 12:47 pm EDT

The Volvo XC60 is the perfect midsize vehicle. It has 247 horsepower, 25 mpg, all-wheel drive, and can accelerate fro...



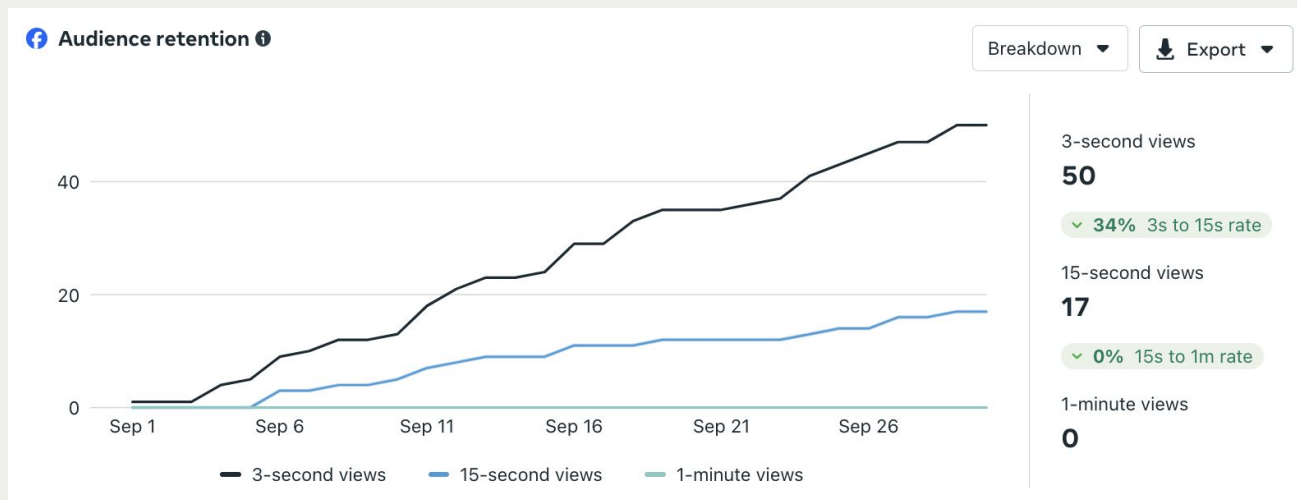
Reach

68

...

\$

Audience Retention



We're seeing a clear increase in video watch times, which indicates a growing interest in our cars. The fact that viewers are engaging for longer shows they're genuinely captivated by the content. This boost in view time is a strong signal that our strategy is resonating and keeping potential customers interested.

Summary

Things that will stay consistent:

- We'll continue tagging followers with @mentions.
- Our videos are having good engagement. This lets us know that we will be posting more videos to retain more followers and viewers
- Facebook has updated its APIs, which means our reporting process will change as we now need to pull analytics directly from Facebook for accurate data.



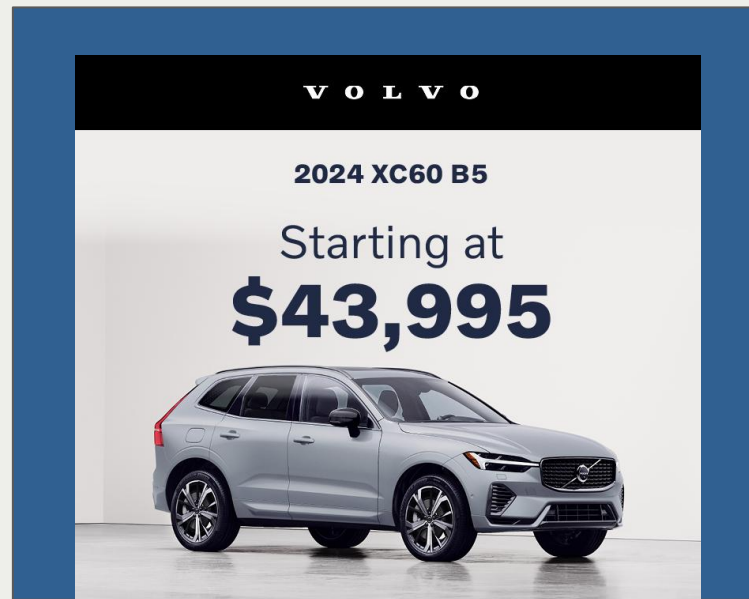
eBlast Performance



September JPEG eBlast Monthly Performance

Subject Line: It's Time to Fall in Love with Your New Vehicle!

- Release Date: 9/26/24
- Successfully Delivered: 3743
- Inquiries / Replies: 62
- Appointments Set: 5



eBlast Performance

