

University Volvo

August 2024



UNIVERSITY VOLVO CARS



Paid Performance



Google Ads: MoM Performance

	Impr.	Clicks	Cost	Conversions
August 2024	114,186	3,666	\$7,794.61	204.36
July 2024	146,327	2,618	\$7,867.31	209.16
% Change	↓ 21.9%	↑ 40%	↓ 0.9%	↓ 2.3%

In August 2024, impressions dropped by 21.9%, but clicks rose sharply by 40%, indicating improved ad engagement despite reaching a smaller audience. The cost decreased slightly by 0.9%, maintaining spending efficiency. Conversions fell by 2.3%, suggesting a need to optimize the conversion process to capitalize on the increased clicks. Overall, the data points to a shift in audience interaction, showing even though less users overall are seeing our ads, more are clicking.

Paid Performance



Google Ad Keywords: Monthly Performance

Top 5 search queries that brought in most conversions:

- "Volvo dealership"
- "Volvo XC40"
- "Volvo"
- "New Volvo XC60"
- "Car dealerships Charlotte"

Summary: The keyword "Volvo dealership" received 32 conversions with "Volvo XC40" and "Volvo" following behind with 27 each.

In August, "Volvo dealership" remained the top-performing keyword, delivering 32 conversions at a cost of \$456.75, resulting in an impressive cost per conversion of \$14.27. With a click-through rate (CTR) of 23%, this keyword not only drives efficient conversions but also indicates that our ad is highly relevant and engaging for users.

Paid Performance



Google Ads: August Market Share

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
volvocars.com	34.29%	44.27%	83.93%	93.72%	80.06%
You	25.08%	—	—	80.32%	32.67%
johnsonvolvocarscharlotte.com	11.84%	25.24%	56.66%	83.88%	30.48%
drivetime.com	< 10%	2.14%	61.08%	85.54%	43.69%
carvana.com	< 10%	5.19%	28.51%	52.08%	7.27%
echopark.com	< 10%	6.44%	46.24%	78.99%	32.65%
cargurus.com	< 10%	8.17%	22.91%	51.02%	13.26%
carmax.com	< 10%	11.09%	30.63%	57.69%	7.52%
edmunds.com	< 10%	9.15%	48.36%	84.17%	14.60%

August 2024 auction insights reveal that our ads remain highly competitive in the auction landscape. Volvocars.com continues to lead in overall market share, with us closely following. While Johnsonvolvocarscharlotte.com is our nearest competitor, our impression share is more than double theirs, ensuring our ads appear far more frequently. We are also targeting branded keywords associated with Johnson Volvo Cars, allowing our ads to appear when their specific terms are searched. Other competitors, such as Drivetime and Carvana, are present in the auction but with significantly lower ad visibility compared to ours. Given this, Volvocars and Johnson Volvo Cars are our primary competitors, and we will center our strategic efforts on outperforming them.

Paid Performance



Google Ads Structural Overhaul (YoY)

Active Campaigns (August '24)

- Display
- Search - New Models
- Search - General
- Smart - University Volvo

Previously Active Campaigns (August '23)

- Display
- Search - General
- Search - Service
- Search - Used Models
- Search - New Models
- Competitors (Search)

Paid Performance



Google Ads: Structural Overhaul (YoY) Performance

August 2024:

Impressions:	114.186
Clicks:	3,666
Cost:	\$7,794.61
CTR:	3.21%
CPC:	\$2.13
Conversions:	204.36
Impr. Share:	24.77%

August 2023:

Impressions:	120,624
Clicks:	3,243
Cost:	\$8,206.56
CTR:	2.69%
CPC:	\$2.53
Conversions:	231.98
Impr. Share:	15.42%

In August 2024, ad performance improved significantly with increased engagement and a stronger market presence, as seen in higher click-through rates and impression share compared to August 2023. Despite spending less and achieving greater cost efficiency, conversions declined slightly, suggesting that while our ads are reaching and engaging more users effectively, there's an opportunity to enhance the conversion process to better leverage these gains. The overall trend shows more strategic ad placements and better budget management, with a key focus on optimizing conversions going forward.

Paid Performance



Google Ads Key Takeaways

August Account Updates:

- Location Optimizations and Bid Adjustments
 - New radius targeting and locations were added based on performance insights, with bid adjustments applied to prioritize high-performing areas. By bidding higher in these successful regions, these optimizations aim to attract more users from high-traffic zones, enhancing overall campaign effectiveness and driving better results. Negative locations were also added to avoid clicks from irrelevant areas.
- Overall Performance
 - Month-over-month metrics are showing strong performance, with a notable 22% decrease in impressions but a 40% increase in clicks, reflecting the effectiveness of our recent optimizations. This shift indicates that our ads are more engaging and better targeted. We will continue to monitor performance closely and make adjustments as needed to sustain and improve these positive trends.

Paid Performance



Facebook Structural Overhaul YoY

Active Campaigns (2024)

- AIA - Facebook - ALL LISTS
- AIA - Facebook - BROAD TARGETING
- AIA - Instagram - BROAD TARGETING

An “ALL LISTS” campaign consists of prospecting, service, and sold lists pulled from ELeads. The offer promoted lease bonuses for Costco members on select new vehicles from University Volvo

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

August (2024)

Impressions: 189,467
Cost: \$2,196.86
Clicks: 5,616
Website Content Views: 7,935
FB Website Leads: 63

Δ%

-73.96%
-55.32%
-43.65%
-59.21%
-16.00%

August (2023)

Impressions: 727,469
Cost: \$4,916.64
Clicks: 9,966
Website Content Views: 19,455
FB Website Leads: 75

Takeaways: Volume of impressions, clicks, and landing page views have reduced YoY, however, website leads have increased while ad spend has decreased. Cost per website lead decreased by 46.80% from \$65.55 to \$34.87.

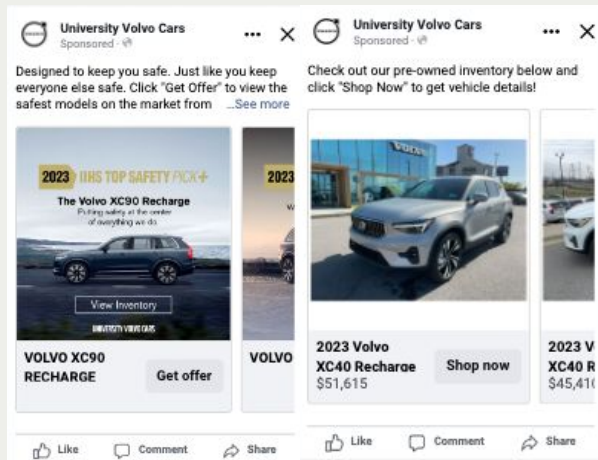
Elead & Retargeting lists target more relevant higher valued potential customers, increasing budget efficiency.

Paid Performance



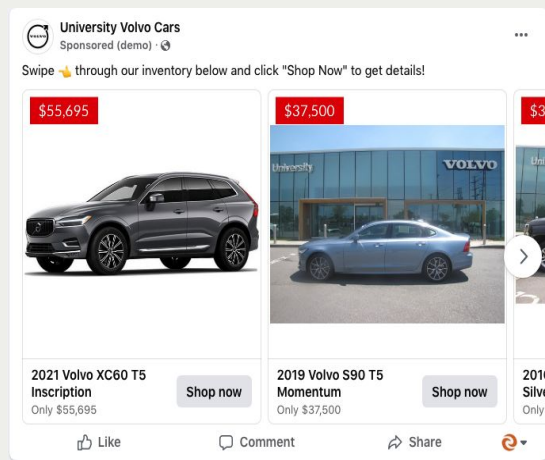
Facebook Structural Overhaul YoY Performance (Cont.)

August 2024



Offer Ad & Carousel AIA Campaign

August 2023



Carousel AIA Campaign

Takeaways: The sleek look and complimentary colors on offer graphics increase engagement on Facebook and Instagram feeds.

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	August 2024	July 2024	Percentage Change
Users	12,713	13,545	-6%
New Users	12,572	13,557	-7%
Avg. Time on Site	2m 50s	2m 23s	+18%
Pageviews	48,823	46,550	+4.8%
Sessions	17,924	18,628	-3.8%
Pages/Session	2.72	2.5	+8.8%
Engagement Rate	67.4%	64.6%	+4.3%

Takeaways:

August 2024 data shows a slight decline in overall traffic, with users and new users decreasing by 6% and 7%, respectively, and sessions down by 3.8% compared to July 2024. Despite this dip, user engagement has improved significantly. The average time on site increased by 18%, suggesting that visitors are spending more quality time exploring the content. Pageviews also rose by 4.8%, and pages per session increased by 8.8%, indicating that users are interacting with more content per visit.

The engagement rate saw a positive boost, rising from 64.6% to 67.4%, reflecting the effectiveness of our efforts to enhance user experience. These improvements suggest that while overall traffic has slightly decreased, the quality of visits has strengthened, with users showing deeper engagement with the site. Moving forward, the focus should be on leveraging these engagement gains to drive more targeted traffic, aiming to convert the increased engagement into tangible outcomes such as leads or sales.

MoM Website Analytics



Website Trends and Next Steps:

- Overall:
 - Website traffic is steady MoM
 - Total number of website users is down slightly, but engagement metrics show notable increase
 - Users are increasingly engaging with our ads, showing that our targeting and content strategies are effectively resonating with the audience.
- Next steps:
 - Video campaigns: Videos allow us to reach a larger audience and potentially get more conversions. These will be re-introduced in September so we can reach users we haven't before. With significant improvements in engagement metrics over the past few months, we can now shift our focus to expanding our reach while maintaining and enhancing user engagement.
 - Continued campaign optimizations: Improving ad copy, adding relevant keywords based on search terms, and locations adjustments will boost performance.
 - Optimized location targeting
 - Video placement optimizations

Website Analytics



Social Analytics



Performance Summary

Metric	July 2024
Post Reach	75,495
Post Engagement	3,678
New Page Likes	0
New Page Followers	2
Post Link Clicks	3,087
Unfollows	0



Top 3 Posts: Facebook



University Volvo Cars

Wed 8/7/2024 10:07 am PDT

The luxury sedan, the Volvo S90, features Google built-in, offering hands-free assistance and seamless connectivity wit...



Reach

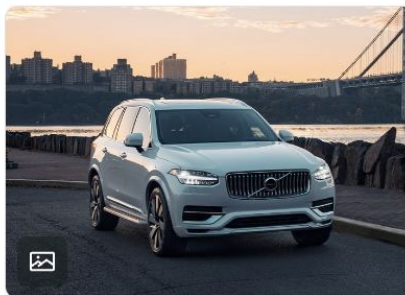
57



University Volvo Cars

Mon 8/26/2024 9:44 am PDT

The Volvo XC90 has 295 horsepower, 25 mpg, and an acceleration from 0 to 60 mph in just 6.4 seconds, all with all-wheel driv...



Reach

46



University Volvo Cars

Wed 8/28/2024 10:05 am PDT

Discover the perfect blend of comfort, reliability, and style for every journey in your Volvo vehicle. View our inventory:...

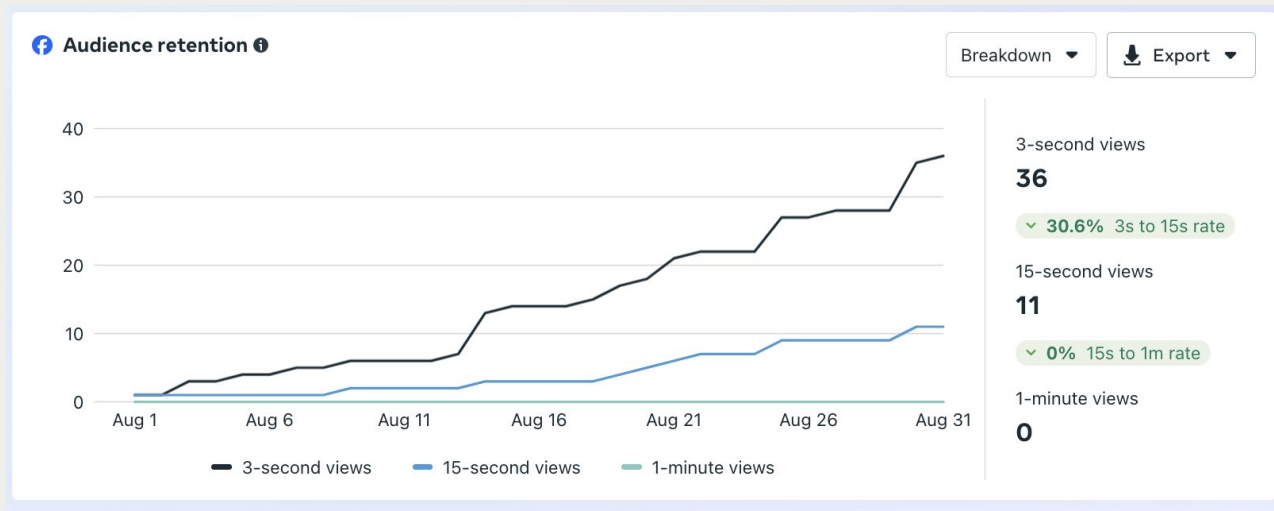


Reach

40



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.



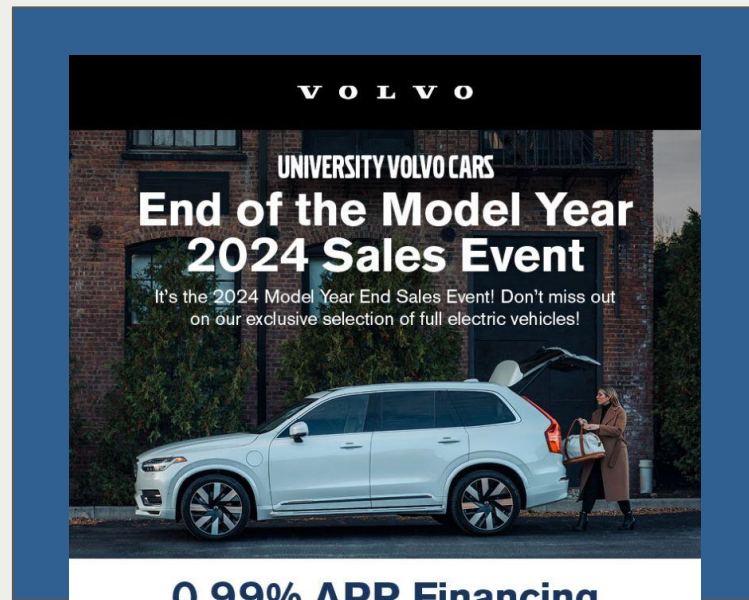
eBlast Performance



August JPEG eBlast Monthly Performance

Subject Line: See what's new at University Volvo!

- Release Date: 8/15/24
- Successfully Delivered: 1463
- Inquiries / Replies: 43
- Appointments Set: 2



eBlast Performance

