



# Case Study TrueCar



## OBJECTIVE

TrueCar's mission is to transform the car-buying experience for consumers and the way that dealers attract customers and sell cars. TrueCar wanted to diversify acquisition traffic sources beyond TV and Google into Facebook. Their goal was to profitably acquire customers on Facebook for their dealer network with a target of \$275 per car sold.

### RESULT

Cost per Car Sold

# \$275

Achieved

### RESULT

Volume Expansion

# 228%

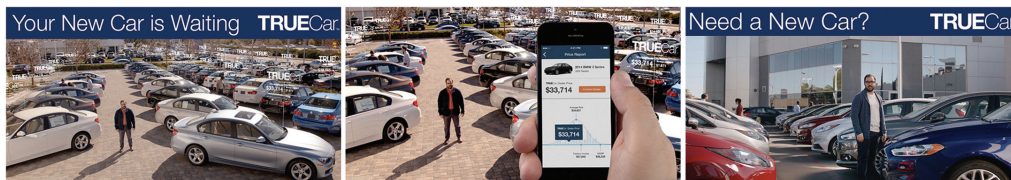
increase in monthly consumer inquiry volume

## OUR SOLUTION

**AD FORMAT** Facebook news feed (desktop and mobile)

**WEB TESTING** 100+ images & 50+ ad copies created, tested and optimized  
65+ audiences tested: keyword clusters, partner categories and custom audiences Tested and optimized messaging to full brand promise and direct response metrics  
A/B testing: 30% lift from landing page optimization & 20% lift from headline testing

**MOBILE APP INSTALLS** Optimized creative for mobile app install ads to beat CPI objective



**Tyson Woeste** | VP Marketing TrueCar

"ConsumerAcquisition pairs deep automotive experience with an impressive track record for Facebook advertising. They worked with us to build our Facebook acquisition channel on the web, optimized ad spend for both new and returning users to meet our cost targets. They've also impressed me by driving an incredibly low cost for mobile app installs. These guys are all about performance, and I recommend them to any company who wants to grow."