



# Case Study

## SHIFT

### OBJECTIVE

Shift is bringing trust and simplicity to the used car market helping both buyers and sellers. Shift was looking to drive more sign ups of their car selling service at the lowest possible cost.

### GOAL

Shift drives a variety of traffic to their website and looked to Consumer Acquisition for their expertise in Facebook ads and their deep experience with automotive lead generation. Shift specifically wanted to increase their user base in three specific markets.

### OUR SOLUTION

#### RESULTS

**55%**

REDUCTION IN  
COST PER  
CONVERSION

**48%**

INCREASE IN  
CONVERSIONS

#### AD FORMAT

Web conversion ads on Facebook.

#### OPTIMIZATION

We quickly launched a variety of tests to identify the best age, gender, and placements to target. We also created and tested 40 images, 7 videos, +30 variations of copy.

#### SCALE PERFORMANCE

Lowered cost per conversion 15% within the first month and then another 55% by the end of month two. Increased conversion volume by as much as 48% since launch.

#### BIDDING & BUDGETING

Used AdRules campaign management to drive down cost per conversion and help extend daily budgets throughout the day.

#### FIGHTING CREATIVE & AUDIENCE FATIGUE

AdRules allowed us to build out a variety of new custom and lookalike audiences to help fight creative burn. Automation settings rolled out the most recent winning combinations of image/video, audience, and copy.

Get thousands more for your used car.



Get thousands more for your used car.



Get thousands more for your used car.



Find out how much your car is worth.



Dennis Bron | User Acquisition Manager | **SHIFT**

“Consumer Acquisition immediately began testing a variety of elements within the first several days of launch. Not only images and copy, but also placements, bid types, age, gender, and targeting. **They increased our conversion volume by 48% right out of the gate.** They take a meticulous approach to campaign management and treat every advertising dollar as their own.”