netsertive®

"We had a wonderful year in 2017. Netsertive does a great job all the way around, especially in new cars."

-Paul Selvaggi, General Manager

Faulkner
— TO BE SURE —

BMW
The Ultimate
Driving Machine®

About Faulkner BMW

Faulkner BMW has been serving Lancaster PA and surrounding areas for more than 40 years. When visiting Faulkner BMW, quality and service come standard.
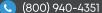
Faulkner BMW had been looking to upgrade their search engine marketing (SEM) campaign with a high-performance partner with a proven track record. In June 2017, after several months of running only Facebook advertising with Netsertive, they decided to move their SEM efforts to Netsertive as well.

The Solution

To reach their shoppers online, Netsertive used a combination of marketing channels, including search, display and Facebook advertising. This enabled Faulkner BMW to target shoppers at multiple stages of the buying cycle, including in-market BMW shoppers, people who had interests similar to those of their ideal customers, people actively searching for high-intent BMW terms, and people who had already interacted with the dealership's website.

The Results

With Netsertive, Faulkner BMW's multi-channel digital marketing campaign generated more than 500,000 digital impressions, netting more than 16,000 website visitors. Their search ads appeared in the top 2 most visible positions in search results, and the campaign drove a 9.7% click-through rate. This drove a 14% conversion rate, more than 3X the industry average.

The key to success was Netsertive's technology and expert team making nearly 4,000 proactive changes to the campaign over 6 months.

Top 2	14%	4,000
Ad Position	Conversions Rate	Campaign Modifications

"All we've changed is switching to Netsertive, and we've seen tremendous improvement. It's working."

-Paul Selvaggi, General Manager

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