

PRIVATE SALE EVENT

PERFORMANCE REPORT

FOR MAINLAND FORD

APRIL 8-10, 2019

24 LEADS

Majority of your promo page visitors came from Facebook via a mobile phone.



20 LEADS

(20) Leads came from Facebook lead ads. Where (4) came from IG.



4 LEADS

(4) Leads came from the promo landing page.

FB Lead Ad Campaign	Total Spend	CPL
Custom Audience target generated 9 leads (<i>Jim Faust</i>)	\$500	\$55.56
Ford Truck target generated 7 leads	\$152.19	\$21.74
Ford Models interest generated 4 leads . (Escape, Explorer, Focus, Ford Motor Company, Mustang)	\$129.98	\$32.50

Google Ad Extensions

Total Spend

Your search ads showed the **private sale event** as an a promo ad extension

\$43.13

FB Lead Ad Form



Mainland Ford



RSVP to our Private Sale on April 10th. Complimentary gifts to every customer & up to \$12,000 in rebates.

Email

tag.digisuper@gmail.com

First name

Jennifer

Phone number

US +1 ▼

(868) 718-9485

Cancel

Next

FB Ad (Mobile)



Mainland Ford

Sponsored · 



RSVP now to our one-day private sale. Great offers and rebates up to \$12,000.



**April 10th | Time: 8:30 AM to
8:00 PM**

[Sign Up](#)



Like



Comment



Share

Google Ad Promotion Extension (Mobile)

Mobile



Mainland Ford | Large Selection & Great Deals |
Find Your Dream Car Today



Ad www.mainlandford.com

Lowest price & largest selection. Find savings on Fords
online today! Mainland Ford Is The Home Of Canada's Best
Prices On New & Used Vehicles. Shop Today



Up to \$12,000 off RSVP to Private Sale
Valid Apr 8 - Apr 10

Promotion Landing Page

BOOK SERVICE 14330 104 Ave, Surrey, BC V3R 1L9 | Phone: (604) 479-7943 | Service: (604) 479-5311 | Parts: (604) 479-4551 | AutoBody: (604) 479-7943

HOME NEW VEHICLES USED VEHICLES FINANCING SERVICE CENTRE AUTO BODY & PARTS SHOPPING TOOLS ABOUT US

Private Sale Event Extended Until 5pm, Sunday

Viewed 100% | Promotions | Private Sale Event Extended Until 5pm, Sunday



PRIVATE SALE

DON'T MISS OUR PRIVATE SALE
Extended Until 5pm Sunday

RSVP NOW

ABOUT OUR PRIVATE SALE

Complimentary gift for every customer. Food and refreshments will be available.



SEE YOURSELF IN THE ALL-NEW F-150

All-New 2019 Ranger

Come check it out.

*See dealer for details, programs are subject to change.

RSVP Now to Our Private Sale

First Name Email Phone

RSVP MY SPOT

Quicklinks <ul style="list-style-type: none">HomeNew VehiclesFinancial ServicesParts & Accessories	Shopping Tools <ul style="list-style-type: none">Trade-In AppraisalUsed InventoryService CentreContact UsNew InventoryUsed InventoryDealershipFinancingPayment CalculatorBook a Service	Hours of Operation <table><tr><td>Sales</td><td>Service</td><td>Parts</td><td>Body Shop</td></tr><tr><td>Monday - Thursday</td><td>8:30am - 8:00pm</td><td></td><td></td></tr><tr><td>Friday</td><td>8:30am - 8:00pm</td><td></td><td></td></tr><tr><td>Saturday - Sunday</td><td>12:00pm - 5:00pm</td><td></td><td></td></tr></table>	Sales	Service	Parts	Body Shop	Monday - Thursday	8:30am - 8:00pm			Friday	8:30am - 8:00pm			Saturday - Sunday	12:00pm - 5:00pm			Contact us <table><tr><td>Phone</td><td>(604) 479-7943</td></tr><tr><td>Service</td><td>(604) 479-5311</td></tr><tr><td>Parts</td><td>(604) 479-4551</td></tr><tr><td>AutoBody</td><td>(604) 479-7943</td></tr></table>	Phone	(604) 479-7943	Service	(604) 479-5311	Parts	(604) 479-4551	AutoBody	(604) 479-7943	 2019
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Questions

How many sales did you close?

**Did you send a thank-you
communication out to all attendees?**

Key Learnings & Recommendations

Run campaign ads for 1-2 weeks prior to private event sale

We can use the leads captured on this promotion for custom audiences targeting for the next one

Create a mini-email campaign to keep communication flowing with leads captured leading up to the event, the lead just may be ready to purchase when they step into the store at the event

Create an email campaign to your past customers who purchased a vehicle 10 years ago