VDP Power Listings

A simple, powerful and efficient way to mobile market dealership inventory on Facebook.

CASE STUDY

We combine the best of Facebook advertising and SEM, typically more cost-effective than long tail searches, to generate **double opt-in VDP page views** on the dealership's own website to help **SELL MORE VEHICLES**!

Client: Independent dealership ★ Dealership size: Medium

82,933	2,191	194	66
Free Facebook carousel display views	Unique Dealership VDP views	Units in their inventory	Influenced Sales*

$5,000	$151,800	$146,800	29x
Investment	Gross Revenue**	Net Profit	Return on Investment

*Industry average closing percentage on consumers who viewed a VDP is 3%. **According to AutoNews.com, average pre-owned vehicle gross profit is $2,300.