

Digital Ad Network (DAN)

Bayshore Ford The Truck Store



Objective

Increase awareness of New Castle County presence of Bayshore Ford the Truck Store. Bayshore is one of the largest commercial truck dealers in the Tri State area. Looking to promote overall visibility and vehicles sales for both their new and used inventory.

RESULTS

October 2017 – April 2018

Ad Impressions: 2,276,608

Clicks: 1,423

CTR: 0.06%

Solutions

Multi-month targeted online advertising with a focus on Men 25-64 and live within a 20 mile radius of Bayshore Ford (Newcastle Delaware, excluding Philadelphia Pennsylvania). A focus on auto intenders with an income of >\$50k and a behavior/interest such as commercial vehicles (trucks & trailers), Business Operation Management, Construction, Maintenance and Contracting.

