

Nearly 2.5x the Leads—One Advertising Solution

Connected campaigns power Audi of Lexington.



A Unified Partnership

In December of 2013, Audi of Lexington turned to the Dealer.com Unified Advertising Exchange (UAX) to target its imported luxury and performance brand inventory to a local market that might otherwise shop for vehicles in bigger cities nearby like Louisville and Cincinnati.

Exceptional Results

Through Dealer.com Paid Search and Display Advertising, Audi of Lexington has enjoyed dramatic results in just three months:

1,150

New Website Visitors
per Month through
Digital Ads

142%

Increase in Total
Advertising Leads
per Month

30%

Increase in
Overall Page
Views

Turning to Dealer.com's UAX in Q1 2014, Audi of Lexington saw a significant jump in overall site traffic. Page views and vehicle details page views increased dramatically, generating nearly 2.5x the number of leads.