



Bruce Automotive Group gets 10x more clicks, 30% more leads for just over half their original budget

BUSINESS CHALLENGE

Bruce Auto Group sells new and used vehicles for 12 major brands across 8 locations in Canada. Locally owned and operated, they do significant business across with rapidly changing inventory, particularly among used models.

Bruce Auto needed to improve customer experience but could not serve vehicle-specific search ads against specific, high-intent, in-market search queries (local people searching for a specific car to buy). They were previously unable to connect rapidly changing inventory data with search campaigns; data existed in several unconnected places.

SOLUTION

Daily inventory feeds were collected and cleaned to unify make, year, model, and pricing data. Clean data in Google Sheets then fed into Optmyzr's Campaign Automator solution, where data was combined with dynamic headlines and ad copy for automated ad creation.



About Bruce Auto Group

Bruce Auto Group of Nova Scotia, Canada provides new and used vehicle sales for 12 major automotive brands across 8 locations in Canada.

Founded:

1927 in Middleton, Canada

Industry:

Vehicle Sales, Maintenance & Repair

Employees:

201-500

Solutions Used:

Campaign Automator

RESULTS

BAG could now automate the service of fresh, relevant ads for all vehicles in less than one day without daily intervention.

10x

Avg. increase in CTR
(2% → 20%)

40%

Reduction in
total media spend

30%

Avg. increase in
quantity of leads

With nearly 100% of search ad activity automated, Bruce Auto Group was able to move more of their digital marketing to their in-house agency, MPG marketing. Their own marketing team now focuses largely on strategy vs. day-to-day tasks.

Today, Bruce Auto continues to capture a much greater share of one of the largest markets of high-intent search in the world – automotive sales.



Optmyzr is a true partner of ours. Time invested up front to create our inventory-based PPC automation has paid off in greater efficiency, more conversion-ready leads, and sustainable processes for ongoing efficiency with our media spend. Our marketers now focus on the bigger picture to drive business in 2022 and beyond. We also took advertising over from a very large and competent outside agency and dramatically improved the results.

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MPG Marketing (internal agency for Bruce Auto Group)

Learn more and request a demo at www.optmyzr.com

ABOUT OPTMYZR

Optmyzr is ideal for PPC advertisers who want to be better than average, and crave greater control and protection over their ad accounts. Monitor performance, test and optimize all aspects of campaigns, and safeguard accounts by creating automation layers using alerts, rules and more.