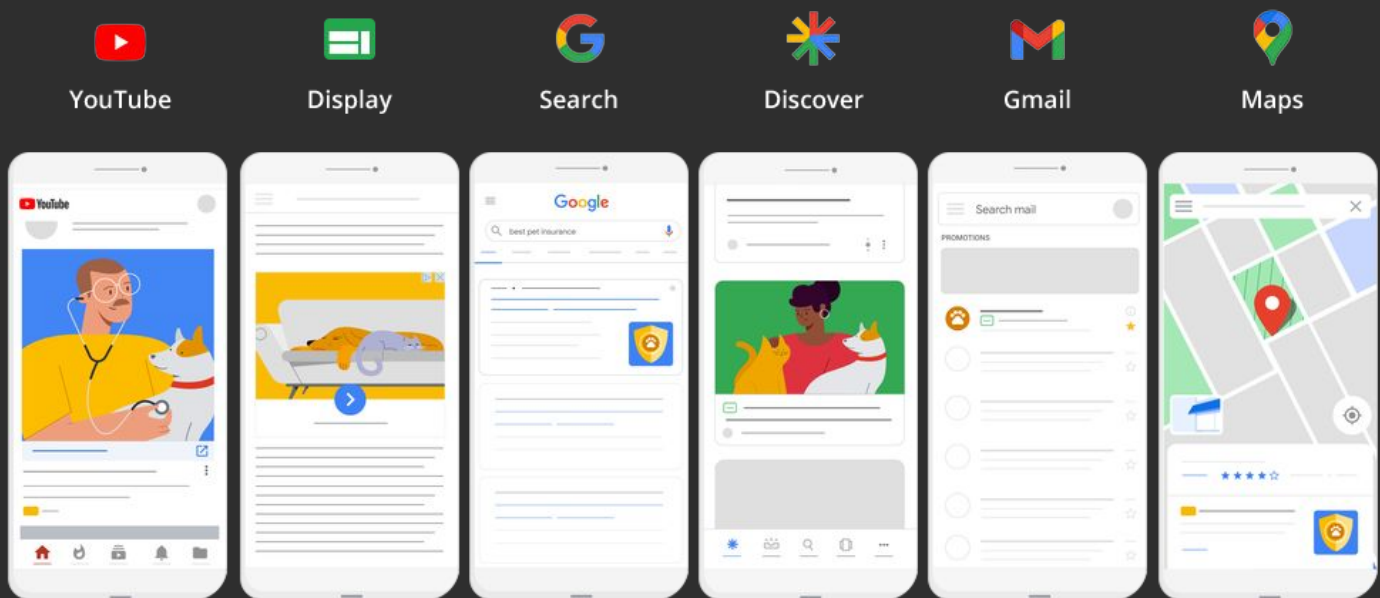


# GOOGLE PERFORMANCE MAX CAMPAIGNS HOLD UP TO THE HYPE FOR PURECARS DEALERS

Google has released a new way of running campaigns within Google Ads called Performance Max. Performance Max campaigns include all Google ad types (search, discovery, video, display, local) in one shared campaign, and budget with a singular focus on ad types driving the most desired results. As a Google Premier Partner, PureCars was able to beta test Performance Max campaigns with our dealer partners to see if they held up to the hype.



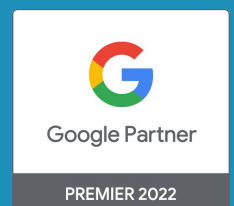
## THE SITUATION

One of our dealer partners, a 9 store group of luxury and import dealerships, in the Southeastern United States was interested in comparing the effectiveness of Google Performance Max campaigns against their traditional paid search text ads. Testing started in late December 2020 with two locations and by August all locations were running Performance Max campaigns for a group-wide test of these new types of multichannel campaigns.



### ABOUT PURECARS

Since 2007, PureCars has been a leader in helping automotive dealers grow their business by offering industry leading products to attract, convert and retain more customers by tying together digital advertising, lead generation & merchandising tools, with Pure Insights business intelligence. At PureCars, we focus on business outcomes, to create a customized, digital advertising strategy that aligns with sales goals, budget and market demand.



# RESULTS AND ANALYSIS

Our dealer partner ran concurrent Performance Max and Standard Google Search campaigns over the last 5 months of 2021. There are key areas where the Performance Max campaigns proved to be more successful.

- **Conversion Efficiency**
  - **98% Higher** Number of Conversions
  - **136% Higher** Conversion Rate
- **Cost Efficiency**
  - **80% Lower** Cost Per Conversion
  - **60% Lower** Ad Spend
  - **53% Lower** Cost Per Click

## PERFORMANCE MAX VS STANDARD PAID SEARCH

August 2021 - December 2021



The standard paid search campaigns out performed the Performance Max campaigns in two key areas.

- **Click-Through Rate**
  - **4.5 times** more likely to produce a click from an ad
  - Expected because text ads historically have highest CTR
- **Traffic from clicks**
  - **30% more** clicks than Performance Max

Combining the forces of both standard Google paid search campaigns and Performance Max campaigns proved to be beneficial for the dealer group overall. Significant gains in sales, revenue and leads were made August through December 2021 vs 2020.

- Lead volume **increased 500% YOY**
- Sales **increased 13%**
- Revenue **increased 27%**

All of these factors combined demonstrate there is a clear benefit to running both Performance Max campaigns for the efficiency of conversions, and standard search campaigns for the efficiency of website traffic, resulting in more leads, sales and revenue with increased advertising efficiency.