



CASE STUDY

How this Northern Ohio Kia Dealer Leveraged CarClicks Marketing to Drive More Shoppers, More VDPs, and Faster Inventory Movement

In October 2025, a Northern Ohio Kia Dealer partnered with CarClicks to drive high-intent vehicle shoppers directly to inventory. With a monthly budget of \$6,000, CarClicks delivered at category-leading scale, efficiency, and shopper quality—outperforming Google Ads, Organic Search, and Direct traffic across nearly every key metric.



THE CHALLENGE

Three Persistent Challenges Facing Dealers Today

Rising Costs

Traditional digital channels becoming increasingly expensive, squeezing dealer margins and ROI.

Heavy Competition

Multiple dealers competing for the same in-market shoppers, driving up acquisition costs.

Aging Inventory

Vehicles sitting on lots require incremental demand to move efficiently and profitably.

The Northern Ohio Kia Dealer needed a solution that could deliver more vehicle detail page (VDP) views at a lower cost, reach net-new shoppers rather than recycle existing demand, and prove direct influence on vehicles leaving inventory.



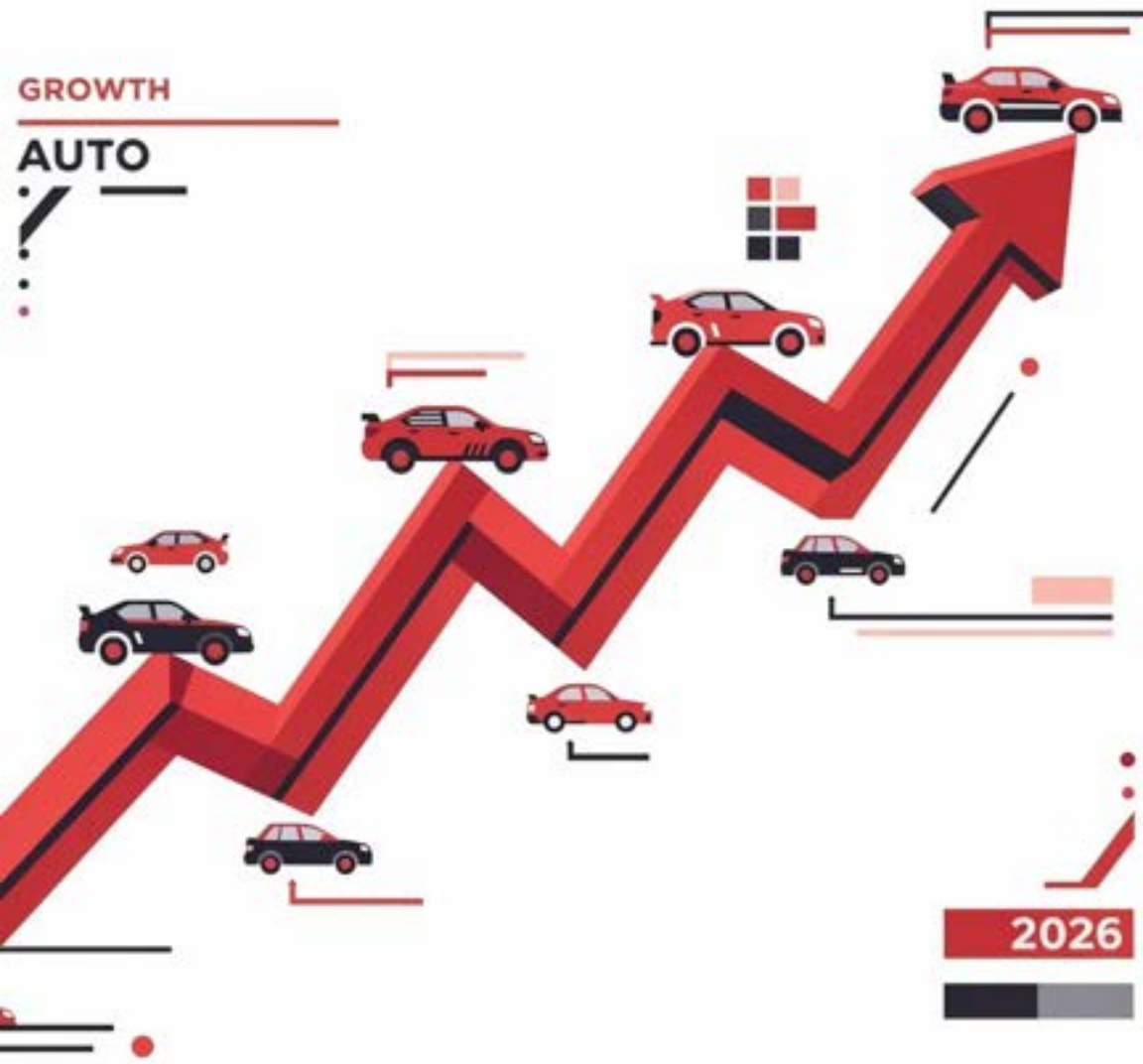
THE SOLUTION

The CarClicks Solution: Inventory-Level Demand Marketing

CarClicks Marketing activates inventory-level demand by putting individual vehicles in front of high-intent shoppers earlier in the shopping journey. Rather than competing for generic keywords, CarClicks connects buyers directly to specific VINs, creating faster paths from discovery to VDP engagement.

This approach fundamentally changes how dealers reach shoppers—moving from broad search competition to precise, inventory-first marketing that promotes individual vehicles to ready buyers.





PERFORMANCE HIGHLIGHTS

Unmatched Efficiency at Scale

8,504

VDPs Delivered

At *just \$0.71 per VDP*, well below the \$1.00 industry benchmark

7,346

Shopper Sessions

Generated *at \$0.82 per session* with high engagement quality

115.8%

Goal Achievement

Of GA4 VDP goal achieved, exceeding expectations

CarClicks delivered the largest volume of vehicle shopping activity while maintaining industry-leading cost efficiency—proving that scale and efficiency don't have to be trade-offs.

PERFORMANCE HIGHLIGHTS

Best-in-Class Shopper Acquisition

Unlike traditional channels that often recycle existing traffic, CarClicks expanded the Kia Dealer's audience by introducing the dealership to thousands of first-time shoppers.

97.8%

Net-New Shoppers

Highest new-shopper mix among all major channels

6,156

New Shoppers

First-time visitors to the site

6,297

Total Shoppers

Driven to dealership website

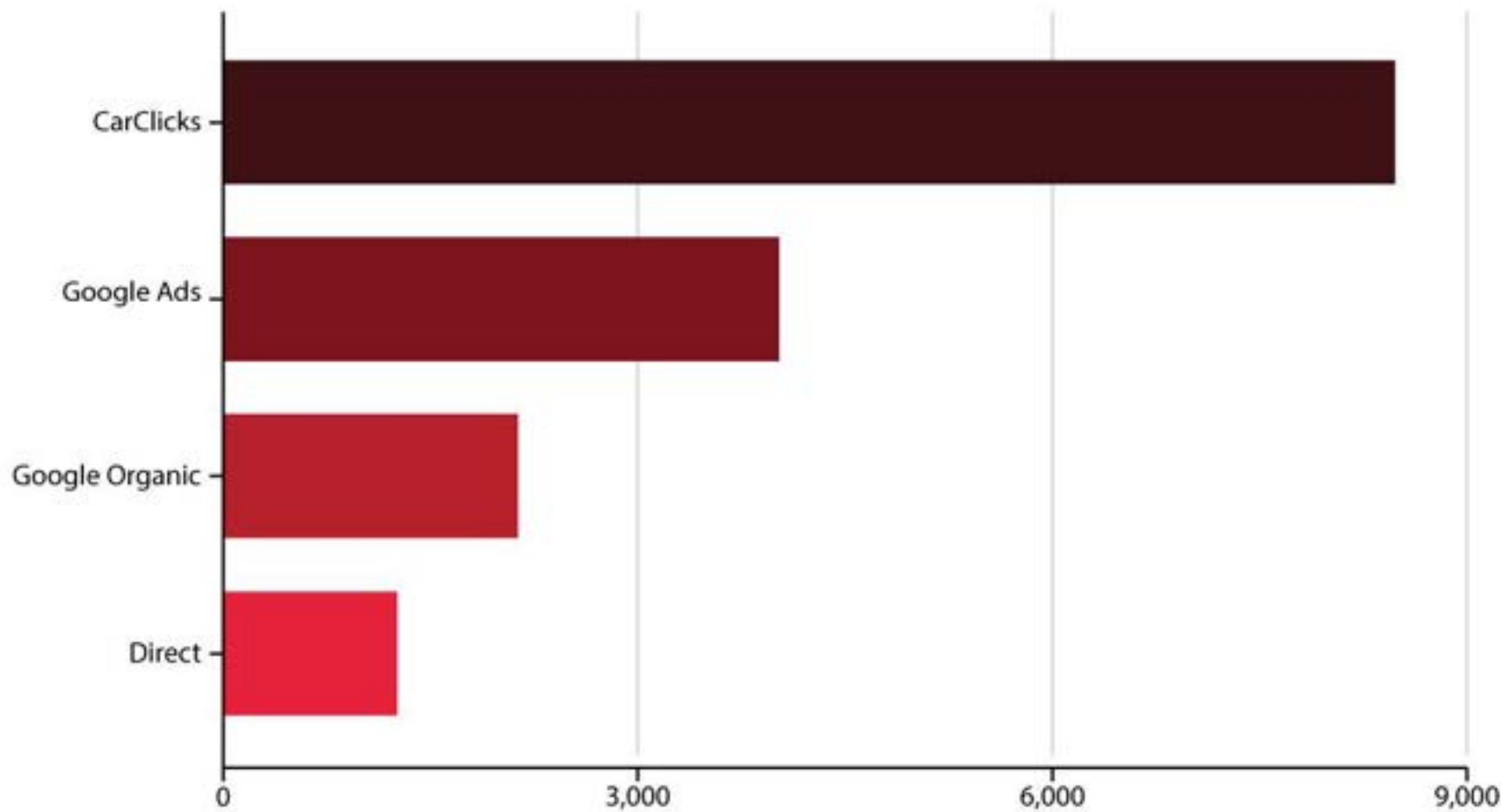


COMPETITIVE ANALYSIS

CarClicks vs Other Major Traffic Sources

VDP Volume Leadership

CarClicks ranked #1 in VDP volume, outperforming all other tracked sources and accounting for 42.4% of all VDPs:



CarClicks did not just supplement existing channels—it became the primary driver of vehicle shopping activity, delivering more than double the VDPs of Google Ads and nearly four times the volume of Google Organic.



INVENTORY TURN

Proven Inventory Movement Impact

419 Vehicles

Actively marketed through the CarClicks platform

308 Vehicles

Left inventory during the month

146 CarClicks Assists

At a cost of \$41.10 per assist

This demonstrates CarClicks ability to influence real inventory outcomes—not just clicks or traffic. The platform directly contributed to moving vehicles off the lot faster, reducing holding costs and improving cash flow for the dealership.





PROVEN RESULTS

Direct Sales Attribution Dealers Can Trust

41

**Vehicle Sales
Directly Matched**

In October 2025, 41 vehicle sales were directly matched from CarClicks traffic to completed sales inside the Northern Ohio Kia Dealer's dealership management system (DMS).

This is not modeled attribution or directional influence—these are confirmed VIN-level matches connecting CarClicks -driven shoppers to real, closed deals.

This level of transparency gives dealers confidence that CarClicks is not just driving activity but producing measurable sales outcomes that directly impact the bottom line.

FINAL TAKEAWAY

Why CarClicks Marketing is Essential for Every Dealership

The Northern Ohio Kia Dealer's results highlight what makes CarClicks different and essential for modern dealerships:

Inventory-First Marketing

Promotes individual VINs directly to high-intent shoppers

Net-New Shopper Growth

97.8% new shoppers at scale, expanding market reach

Best-in-Class Efficiency

\$0.71 per VDP, well below industry benchmarks

Proven Inventory Impact

Direct influence on vehicles leaving inventory faster

Complementary Performance

Works alongside Google and Organic, not in competition



With CarClicks, the Northern Ohio Kia Dealer didn't just get more traffic—they got more shoppers, deeper engagement, and faster-moving inventory at a lower cost.

For dealers looking to grow market share, move aged units, and reach shoppers their competitors aren't reaching yet, CarClicks isn't optional—it's essential.