

CASE STUDY: CARS.COM

LOOKING BEFORE THE LAST CLICK TO UNDERSTAND THE VALUE OF THIRD PARTY SITES



CHALLENGE

Auto dealers typically rely on Google Analytics to help them understand the impact of their digital ad spend. However, Google Analytics is set up to give 100% of the credit to the last click (which is typically Google).

Based on last-click metrics for conversion events only on their site, dealers could be over-investing in search marketing tactics – causing them to leave opportunity on the table by not investing in other profitable channels.

SOLUTION

We partnered with Cars.com to help dealers see before the last click to truly understand the consumer path to purchase – whether it be a conversion event on the dealer site or Cars.com – and the true value of their digital spend. More than 100 Cars.com dealer customers were set up with Clarivoy's Native Google Analytics Integration to gain a holistic view of their digital marketing efforts for two months.

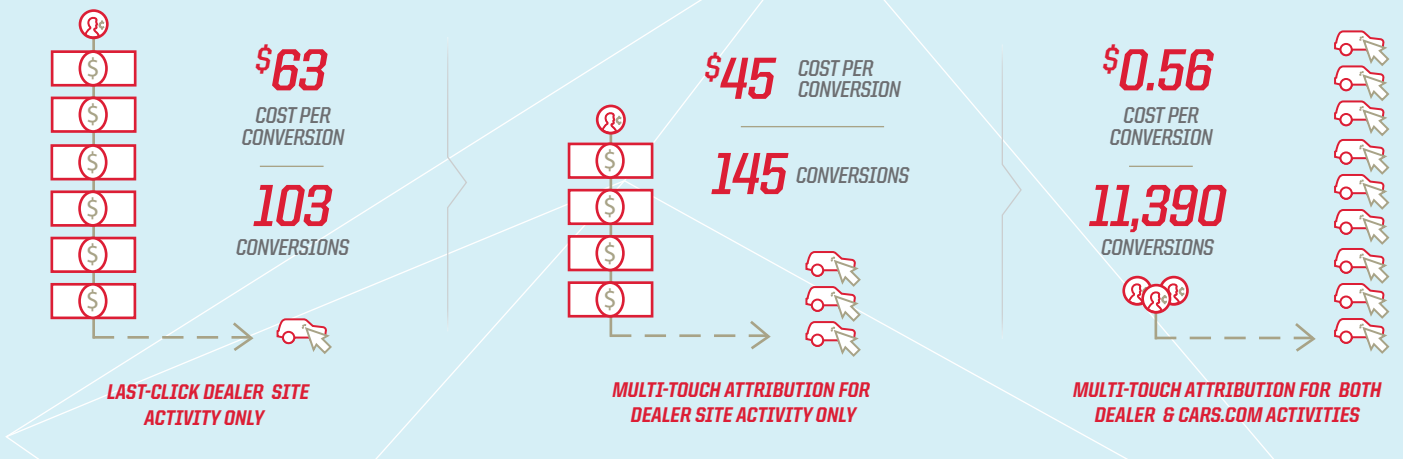
RESULTS

Looking before the last click revealed the impact that third-party sites such as Cars.com have on conversion events.

OVERALL, DEALERS SAW A 20% DECREASE IN COST PER CONVERSION FOR CARS.COM ON THEIR SITES.

ATTRIBUTION COST PER CLICK

By studying data from both the dealer's site and Cars.com, automotive marketers are able to discover insights that help them decrease cost per click as conversions increase.



By applying a multi-touch attribution model, one dealer saw onsite conversions attributed to Cars.com increase by 41% with a 29% decrease in cost. When the multi-touch attribution model was applied using data from the dealers site as well as Cars.com, they experienced even more dramatic results.

By looking before the last click with multi-touch attribution, this dealer was able to connect the dots and *discover what works*.