

# WebKite's Voucher-Based Remarketing Ads

# WebKite captures high quality consumers by developing a custom voucher-based display remarketing campaign for Shults Auto Group.

Exclusive \$500 Internet Voucher 



**2017 Toyota Corolla LE**  
CVT. MPG: 28/36. Black.

Voucher remarketing takes regular dealer display remarketing campaigns to a whole new level. Voucher remarketing allows a consumer to see the exact car they previously viewed on various websites in an accessible ad that is only a quick click away.



[Get Your Voucher](#)



## Exclusive \$500 Internet Voucher



Print and bring to:  
Shults Toyota  
880 E Main Street  
Bradford, PA 16701  
(888) 407-5849

[Print Your Voucher](#)

[View Vehicle](#)



### 2017 Toyota Corolla LE Sedan Front-wheel Drive

~~\$18,044.00~~ **\$17,544.00** with voucher

MPG Range: 28/36  
Exterior Color: Black Sand Pearl  
Transmission: CVT  
Drive Type: Front-wheel drive  
Engine: 1.8L I-4 cyl

By clicking this ad, the consumer is taken directly to a custom-fit landing page that allows them to print off a voucher coupon. This voucher physically depicts the exact car the consumer was searching for and had displayed interest in previously.

# WebKite ads work to produce actions, not just views.

Voucher-based remarketing allows the consumer to then bring this voucher into the dealership when purchasing their new vehicle. By matching this consumer interest with an additional incentive to buy today for a slight discount, WebKite is able to provide Shults Auto Group with the best quality leads possible.

**Exclusive \$500 Internet Voucher**



**Print and bring to:**  
Ed Shults Subaru  
311 Fluvanna Avenue  
Jamestown, NY 14701  
(877) 460-6252



**2018 Subaru Forester**  
~~\$25,624.00~~ **\$25,121.00** with voucher  
Exterior Color: Jasmine Green Metallic  
Interior Color: Gray Cloth  
Transmission: CVT  
Drive Type: n/a

JF2SJABC5JH432607

Validation: [Sean Larson](#)

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**Exclusive \$500 Internet Voucher**



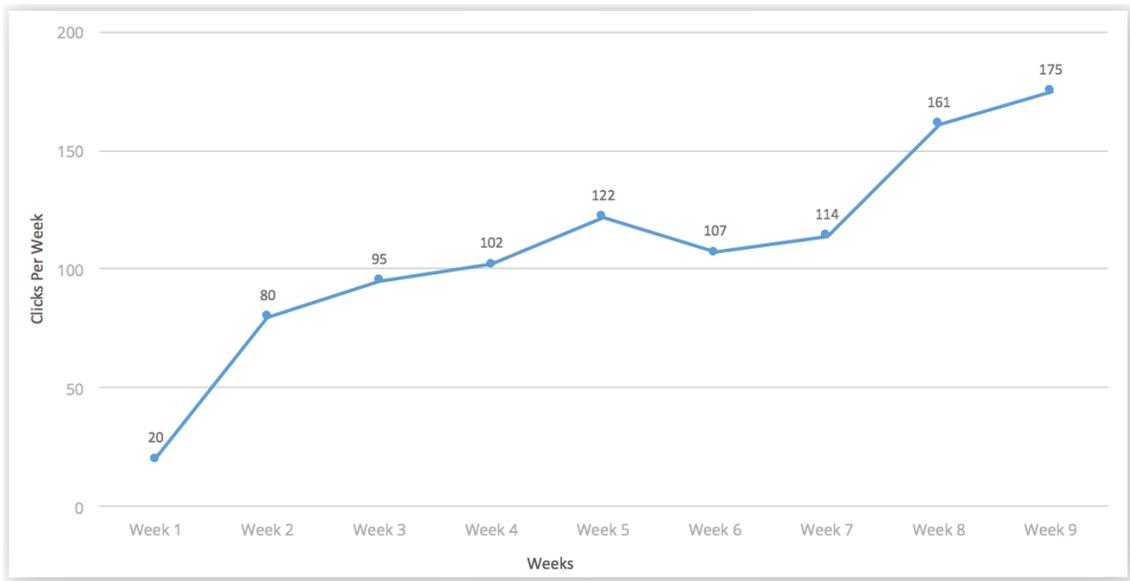
**2018 Subaru Forester**  
CVT. Green. In Stock.

[Get Your Voucher](#)

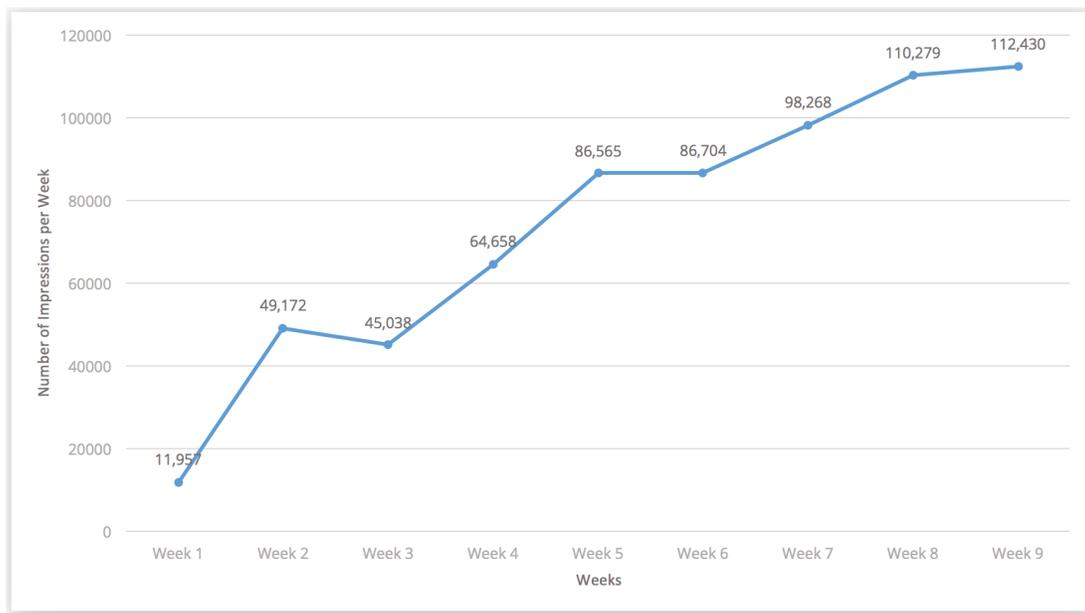


With an incentive to find out more and an attention grabbing headline, these ads provide mutual gains for both dealer and consumer. The dealer's address and phone number are also included on WebKite's voucher based remarketing ads, making the ad user friendly and allowing for direct contact with the dealership.

WebKite focuses on specific, efficient, and affordable ads to provide Shults Auto Group with the highest quality leads through voucher-based remarketing.



WebKite increased clicks for Shults Auto Group over 8.75 times in just two months.



Impressions consistently increased as the campaign matured.

Since the campaign's inception there have been over 780,000 impressions and over 1,0000 clicks so far. Within these first two months, WebKite helped Shults Auto Group increase clicks by almost 9 times their previous rate. The campaign is still in it's growth stage but is proving to be a value added addition to Shults Auto Group's digital marketing. The cost per impression is low at \$1.55 per 1000 impressions, allowing WebKite to be a cost effective resource for Shults Auto Group.

1,200  
clicks

\$1.05  
cost per click

780,000  
impressions



By partnering with WebKite, Shults Auto Group is now able to move a car off their lot to a highly qualified voucher-based customer for under \$60.

\$58.42  
Average  
Cost Per Conversion  
after running the  
campaign for just  
one month

For questions about this case study and how it can help your business or client, please contact [maddi@webkite.com](mailto:maddi@webkite.com).



Visit [webkite.com](http://webkite.com) for more information.