



# AdCue

PRECISION AUTOMOTIVE ADVERTISING


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Driven by VinCue | Right Data. Right Decisions. Right Now.

## BOB RUTH FORD

NOVEMBER 14 - DECEMBER 18 2020



 **Bob Ruth Ford, Inc.**  
Sponsored · 🌐

If you're searching for an all-around SUV that combines innovation and safety, look no further than the family- ...See More




BOBRUTHFORD.COM  
**New 2020 Ford Escape** [LEARN MORE](#)  
Save Big During the Built for t...

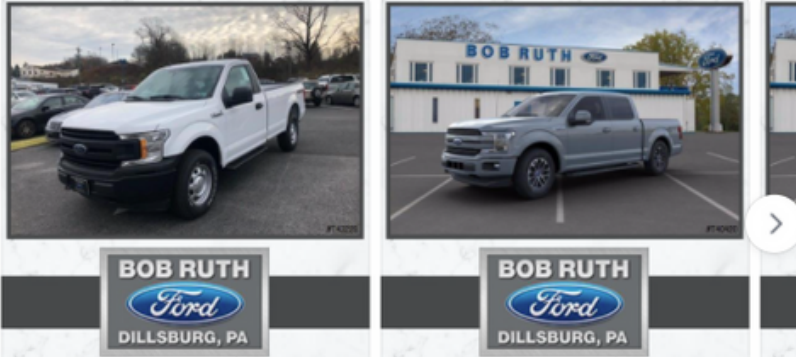
👍❤️ 4 2 Shares  
👍 Like    💬 Comment    ➦ Share



**New 2020 Ford Edge | Efficient and Comfortable**  
[express.bobruthford.com](http://express.bobruthford.com)

 **Bob Ruth Ford, Inc.**  
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Shopping for a Truck? You'll Find 350+ Vehicles at [BobRuthFord.com](http://BobRuthFord.com)



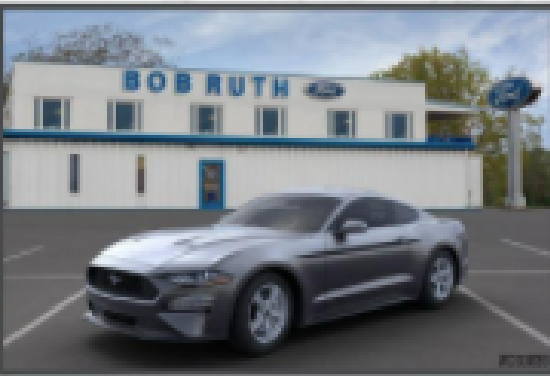
**2020 Ford F-150 XL**  
8 Cyl - 5L | 10-Speed ... [Learn More](#)

**2020 Ford F-150 LARIAT**  
3.5L V6 EcoBoost® wit... [Learn More](#)

👍 Like    💬 Comment    ➦ Share

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🚨 Price Drop Alert



**BOB RUTH Ford**  
DILLSBURG, PA

BOBRUTHFORD.COM  
**New 2020 Ford Mustang** [LEARN MORE](#)  
Research the 2020 Ford Mustan...

👍❤️ Robert T. Farmer... 6 Comments 5 Shares  
👍 Like    💬 Comment    ➦ Share

## SOCIAL MEDIA REACH

149,982

## IMPRESSIONS

2,020,693

## PEOPLE TAKING ACTION

7,472

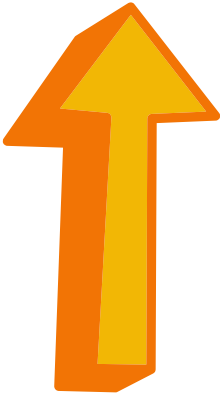
## SOCIAL TO VDP VIEWS

12,197

## POST REACTIONS & COMMENTS

358

# Online Traffic Performance



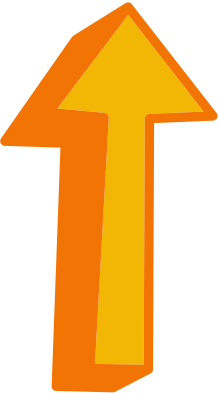
**52%**

22,577 NEW USERS



**37%**

39,168 TOTAL VISITORS



**9%**

5,467 DIRECT TRAFFIC

# High Value Users

2020 VS 2019



46%

INCREASE



## DIRECT

current: 1,393  
last year: 1,733  
-20%

## SEO

current: 2,220  
last year: 1,585  
+40%

## REFERRALS

current: 1,931  
last year: 593  
+226%

## SEM/PPC

current: 4  
last year: 0  
NA%

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**5,698**

2020 High Value Users

**3,911**

2019 High Value Users

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# High Value Users

NOV 14 - DEC 18 2020  
VS PREVIOUS PERIOD

## DIRECT

current: 1,393  
previous period: 1,386  
+0.51%

## SEO

current: 2,220  
previous period: 2,194  
+1%

## REFERRALS

current: 1,931  
previous period: 1,612  
+20%

## SEM/PPC

current: 4  
previous period: 7  
NA%

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**5,698**

2020 High Value Users

**5,262**

Previous High Value Users

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INCREASE



# HVUs

## High Value Users

The HVU metric correlates to vehicle sales and represents your most valuable website traffic.

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Visit your website 3 times or more

View at least 8 pages across all website visits

Spend at least 6 minutes total on your site across all visits

View at least 1 Vehicle Details Page (VDP)



# Used Car Opportunities

PUSH PRE-OWNED IN ZIPS WITH THE MOST BUYERS

## 17050 MECHANICSBURG

F-150 | 65 IN STOCK & ESCAPE | 39 IN STOCK

**1.73%**  
**18 of 1,043**

CELEBRITY/GM ENDORSEMENT  
STYLE AND DESIGN  
BRANDED GIFTS/SWAG, GIVEAWAYS

## 17372 YORK SPRINGS

EXPLORER | 16 IN STOCK & F-250 | 13 NEW IN STOCK

**4.40%**  
**7 of 159**

DEALERSHIP HISTORY  
COMMUNITY INVOLVEMENT  
MADE IN AMERICA

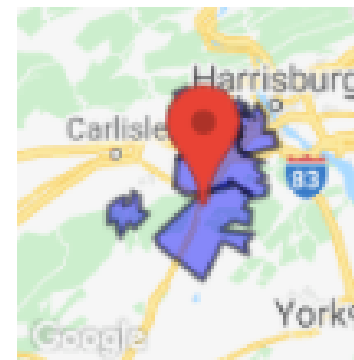




# New Vehicle Strategies



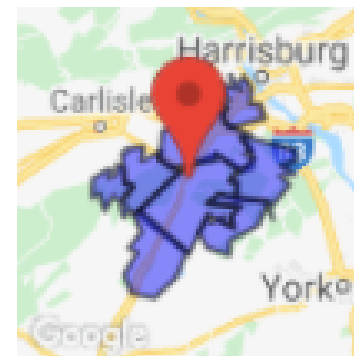
## MISSED OPPORTUNITIES



### ESCAPE | 33 IN 5 ZIP CODES

17011, 17019, 17050, 17055, 17065

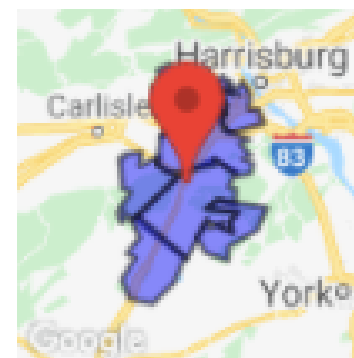
Missed 36 of 42 Escape sales in this area over the latest available 3-month period of registration data.



### F-150 | 28 IN 8 ZIP CODES

17007, 17011, 17019, 17055, 17065, 17339, 17365, 17372

Missed 31 of 38 Escape sales in this area over the latest available 3-month period of registration data.



### EXPLORER | 23 IN 7 ZIP CODES

17007, 17011, 17019, 17050, 17055, 17365, 17372

Missed 36 of 42 Escape sales in this area over the latest available 3-month period of registration data.





# Website Leads

AdCue Uses Google Analytics to Monitor the Pages You've Assigned a Lead Value



**+6% | 596 vs 562**  
**VS LAST YEAR**

- +8% Mobile Click to Call | 269 vs 248
- 3% Maps & Directions | 96 vs 99
- +7% Form Submission | 231 vs 215



**+.51% | 596 vs 593**

**VS PREVIOUS PERIOD**

- +6% Mobile Click to Call | 269 vs 253
- 9% Maps & Directions | 96 vs 106
- 1% Form Submission | 231 vs 234

# Thank You

WE VALUE YOUR BUSINESS & YOUR TIME

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**JOHN MORRIS**

Account Executive

**ROBIN MILLER**

Director of Digital Marketing