

Driving Conversions and In-Store Traffic With Postmedia and Ready Honda

OVERVIEW

Ready Honda partnered with Postmedia to increase digital visibility and attract high-intent customers – both online and in-store – who were ready to purchase a new or used vehicle. The goal was to drive qualified leads and improve conversion performance through a targeted Google Ads strategy.

APPROACH

Postmedia launched a 3-month Google Search campaign focused on reaching motivated buyers through high-intent keyword targeting. The strategy used both first-party data and Google Ads to engage users actively searching for vehicle purchases and services.

Conversion goals were clearly defined across multiple touchpoints, including finance applications, test drive bookings, trade-in appraisals, and service appointment requests. The campaign was continuously optimized to improve efficiency and drive results.

CONCLUSION

The campaign delivered strong performance, generating over 417 conversions, 6.9K+ clicks, and 700+ phone calls. The conversion rate improved to 6.2%, while the clickthrough rate jumped 260% over three months. With a cost per conversion of \$50.72 and a 20% drop in acquisition cost, the campaign proved highly effective at reaching ready-to-buy customers and maximizing return on investment.

417

CONVERSIONS

260%

CTR IMPROVEMENT OVER
3 MONTHS

\$50.72

COST PER CONVERSION

