



YORKDALE DUFFERIN
MAZDA

*How Uhuru Helped
Yorkdale Dufferin Mazda
Achieve a 6x ROAS*

INDUSTRY:

- Automotive

TYPE:

- B2C

TOOLS:

- Facebook Ads
- Facebook Content
- Website Strategy

CHANNELS:

- Facebook
- Instagram
- Website

Case Study



THE PROBLEM

Yorkdale Dufferin Mazda, a forward-thinking automotive dealership, approached us with the goal of taking their traditional dealership business into the world of e-commerce.

The client's market was rapidly changing: during a pandemic, their customers needed a safe way to shop for vehicles remotely.

And thus, their marketing strategy had to align with evolving customer needs and expectations.

They also challenged us to help them establish profitable social media advertising campaigns; they grew tired of working with vendors that provided "fluffy," non-impactful metrics and strived to work with a partner that could tie quantifiable, revenue-driven results to ad campaigns.



THE SOLUTION

We recommended several website improvements, including e-commerce implementations and website solutions that allowed customers to experience their showroom sales culture remotely (a tall task to conquer).

Then, we launched social media campaigns that would target in-market vehicle shoppers, capture attention, and earn curiosity.



Over time, we tested campaign elements (audiences, offers, ad creative) and monitored ad data to understand exactly who Yorkdale Dufferin Mazda's buyers are. We leveraged ad campaign data to understand exactly what offers, ad creative, and copy were impacting vehicle sales at the highest volume and lowest cost per acquisition.

In Yorkdale Dufferin Mazda's case, we recognized that customer testimonials played a major part in their success. This provided invaluable marketing visibility for this client — they had previously lacked this level of insight.

Example testimonial

Today, the client's ad campaigns deliver consistent 5–10x returns on ad spend every single month, directly impacting vehicle sales and gross profit revenue.



THE RESULTS

In 2020, Yorkdale Dufferin Mazda saw \$99,000 in gross profit from ad campaigns with just \$18,095 in ad spend.

They have seen consistent, predictable 5–6x returns on investment through their campaigns every single month for over four years.

\$4,468.36	74	36	\$35,000.00	\$18,000.00
	28-day	28-day	28-day	28-day
\$10,968.41	60	21	\$28,000.00	\$10,000.00
	28-day	28-day	28-day	28-day
\$833.95	10	1	\$5,000.00	\$500.00
	28-day	28-day	28-day	28-day
\$584.92	1	1	\$500.00	\$500.00
	28-day	28-day	28-day	28-day
\$219.88	—	2	\$0.00	\$1,000.00
	28-day	28-day	28-day	28-day
\$1,019.54	—	1	\$0.00	\$500.00
	28-day	28-day	28-day	28-day
\$18,095.06	145	62	\$68,500.00	\$30,500.00
Total Spent	Total	Total	Total	Total

Summary

Total of 207 vehicle sales impacted by ad campaigns in 2020.

Average gross profit of \$99,000 based on average \$500 gross profit value per delivery, demonstrating a 5.4X ROI impact .



WORK WITH US

At Uhuru, our paid advertising strategists love a challenge that demands creativity and a data-driven approach to driving measurable results.

This case proved that we are up to these challenges. Want to explore how we can apply a similar approach to your business?

Contact us today — we'd love to brainstorm solutions with you.

LET'S TALK

