



# MOTOSPORT Case Study

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## ABOUT THE CLIENT

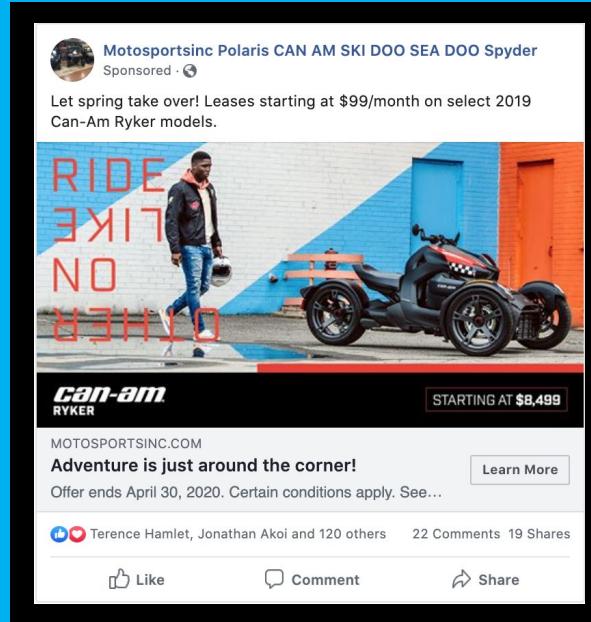
Motosports Inc. is a premier powersports dealership in Hanover, PA serving Southern Pennsylvania and Northern Maryland. They carry recreational off-road and water fun products, as well as a full line of off-road, ATVs, snowmobile, side by sides and Spyder accessories and apparel. They are also a factory trained and certified service center for all Polaris and BRP.

## MOTOSPORT SOCIAL CAMPAIGN

- The campaign utilized single-image and single-video units on Facebook and Instagram to promote the client's 2020 "Spring Fever" sales event.
- Ads driving website traffic generated a well above average CTR of **1.42%**, as well as **881** video views to completion.
- The CPC (**\$0.24**) was also **7X** lower than industry average, and the CPM (**\$3.37**) was more than **2X** lower than the industry average.
- During the campaign, the client's incoming credit apps increased from **1-2** per week, to about **10** new apps per day!



## FACEBOOK AD SAMPLE



890 Post  
Reactions,  
Comments, &



\$0.24 Cost Per  
Click



10 New Credit  
Apps Per Day