

Dalton Case Study

Case Hyper Local campaign for
Dalton Mexico car distributor
in Guadalajara and San Luis
Potosi, Mexico.



Automotive



Intro

Dalton

About

Dalton Mexico serves as a leading distributor and seller of the top two SUVs from the most prominent Chinese electric car companies – BYD and Chirey



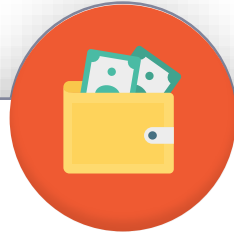
Campaign Goal

Establish a strong brand presence for BYD and Chirey SUVs in targeted locations across Guadalajara and San Luis Potosi. The primary objective is to cultivate widespread awareness from an audience that is interested in these automotive brands and ultimately generating high-quality leads.

Campaign Audience & Targeting



Duration
35 days.



Budget
\$17.5K



Creative Types
Display ads, In-App & Mobile Web.



Location
Hyper local targeting in Guadalajara
and San Luis Potosi, México.



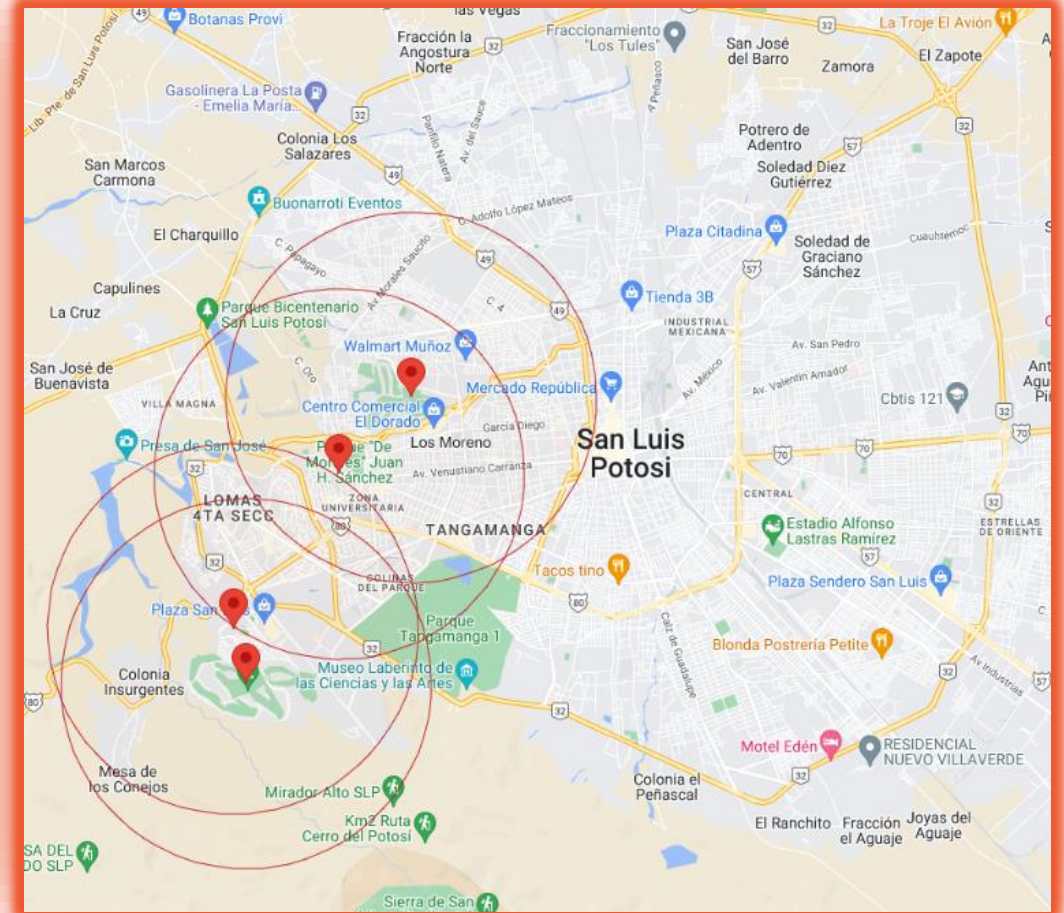
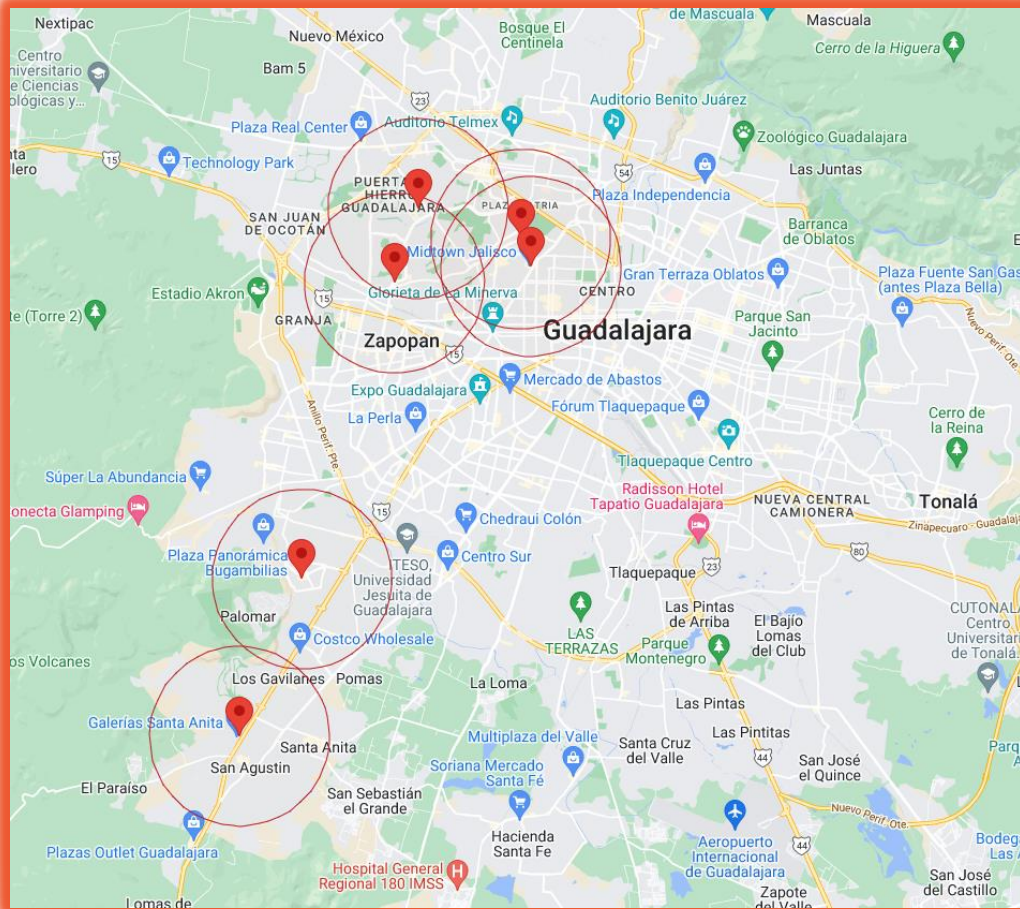
Age Range
Above 18



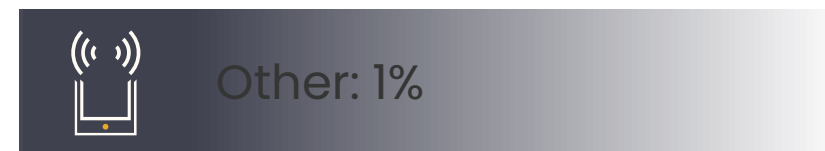
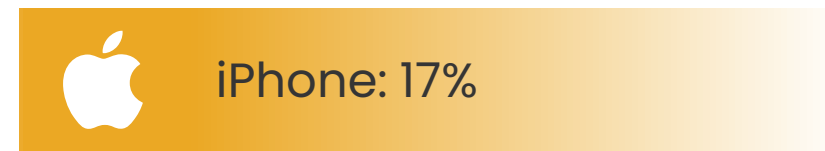
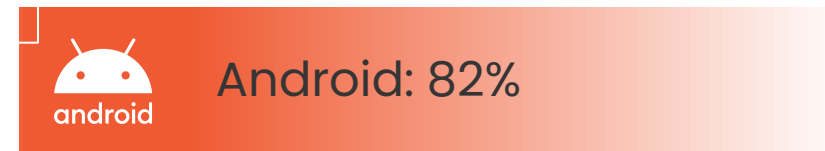
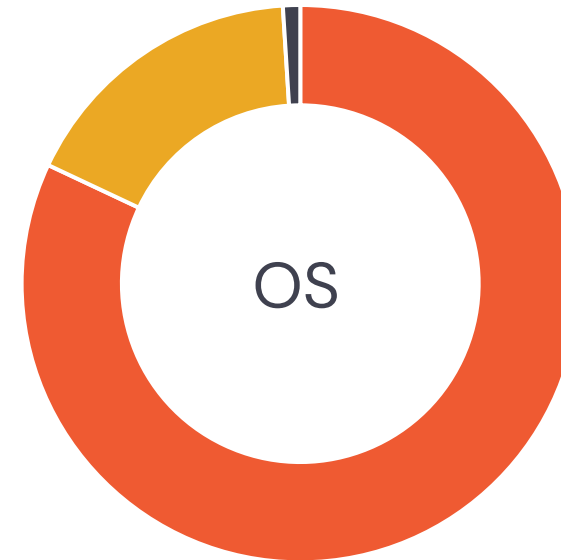
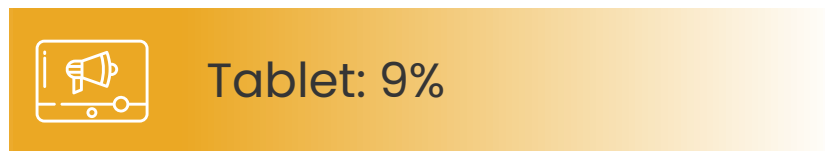
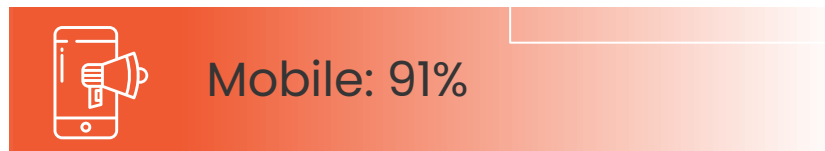
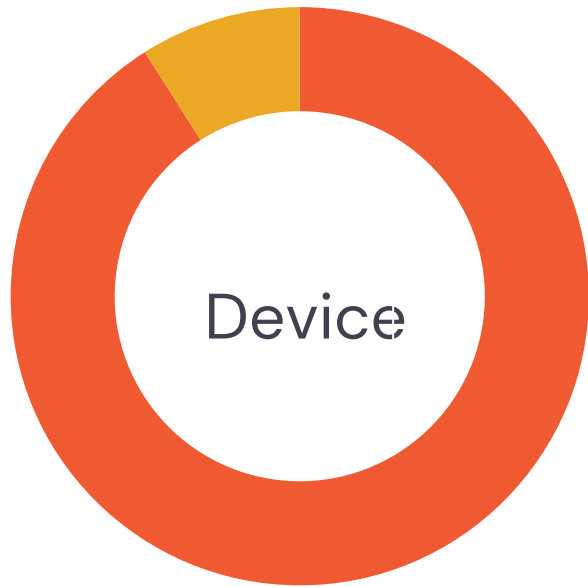
Interest
Drivers looking for an affordable, versatile,
and green alternative to traditional SUV,
Outdoor Enthusiasts, Environmentally and
family oriented.

Hyperlocal Targeting

Hyper-local targeting – showing the Dalton Ads only in the relevant areas in Guadalajara and San Luis Potosi.



Audience Technology Performance

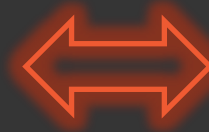


User Funnel

User getting to Dalton's website



User call/whatsApp/prepare purchase
Lead type 1



User send test drive details
Lead type 2

The GREATEST WEEKEND
ESTRENA HOY Y PAGA EL SIGUIENTE AÑO
SEGURO GRATIS
O TASA DESDE EL 0% DE INTERÉS

LA GRANDEZA DURA
TODO EL MES

TIGGO 7 PRO PREMIUM
ALL THE WAY WITH YOU

Dalton CHIREY

BYD YUAN PLUS EV

INSTALACIÓN
Y ADAPTADOR
GRATIS

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LA GRANDEZA DURA
TODO EL MES

Dalton CHIREY

10 AÑOS DE GARANTÍA
GREATNESS IS THE WAY

BYD YUAN PLUS EV

INSTALACIÓN
Y ADAPTADOR
GRATIS

Results

Impressions

+9.6 M

CTR

0.31%

eCPM

\$1.82

Site Visits

30.4K

Lead type 1

261

Lead type 2

12

Conclusions & Strategic Recommendations

- ✓ After 35 days the cost per lead was \$64.
An ongoing campaign would have reduced the cost per lead under \$50 and less.
- ✓ The client received more than 30,000 site visit from hyper local audience in a cost of \$0.57 per visit.
- ✓ Retargeting data- the client collected important intel for his next, branding, footfall or performance campaign.

