



FROM LIABILITY TO ASSET: AET AUTOMOTIVE PRODUCTS REINVIGORATE AGED INVENTORY FOR PROFITS



CHALLENGES

In early April, Rydell Cars faced a common challenge experienced by many dealerships—aging vehicle inventory. Five New Armadas remained unsold on their lot for an extended period of time, ranging from 30 to 45 days. Despite various efforts, these vehicles were not attracting potential buyers & stacking up lot fees, creating a pressing need for a solution.

Key insights



ALL 5 SOLD

within 2 weeks of deployment

WITH ONLY

\$340 BUDGET

for ad spend

SOLUTIONS

Rydell Marketing Team, lead by Morgan Hibma - Marketing Manager, Mike Delohery - Marketing Coordinator, & Mike Longoria - Rydell Nissan GSM devised a three-pronged approach.

THE APPROACH

Vehicle Inventory Ads via AET Inventory Studio:

1 By leveraging tools like AET Inventory Studio, Rydell was seamlessly able to segment an Armada-specific inventory set across Facebook & Instagram.

Using DMS to Target Audiences Using PinPoint

2 Harnessing the power of PinPoint, they segmented customers from their DMS who had purchased an Armada (or similar vehicle) 3-5 years ago. They paired this with ad creative featuring an incentive for the Armada with a CTA to available Armada inventory.

Strategic Vehicle Placement:

3 To maximize visibility and attract potential buyers, The team strategically moved the New Armadas to the front of the lot, ensuring they caught the attention of foot traffic and passing motorists, thereby increasing the likelihood of sales.



" I love the AET Tool that made this all possible! "

Mike Delohery
Marketing Coordinator
Grand Forks, ND

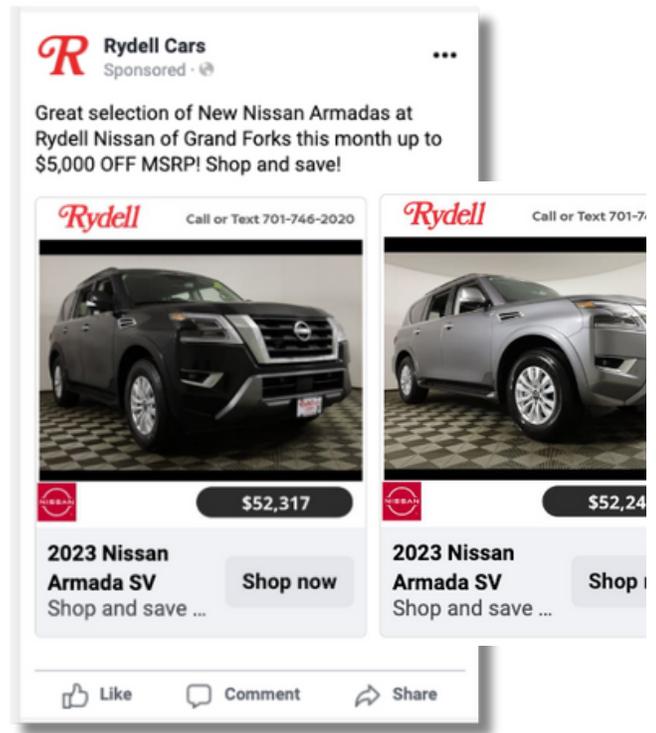


FROM LIABILITY TO ASSET: AET AUTOMOTIVE PRODUCTS REINVIGORATE AGED INVENTORY FOR PROFITS

1

VEHICLE INVENTORY ADS VIA AET INVENTORY STUDIO: ✓

Recognizing the importance of effective marketing, Rydell Nissan ran vehicle inventory ads specifically focusing on the New Armadas. To enhance the ad's appeal, they made sure each vehicle had high-quality dealer photos, showcasing their unique features and highlighting their value. By utilizing this approach, the team aimed to capture the attention of potential buyers who may have overlooked the vehicles in the past.



Campaign Highlights

AET STUDIO USED



INVENTORY STUDIO

2 mins

TIME TO CREATE
CAMPAIGN



LAUNCHED ON META
PLATFORM

UTILIZING VEHICLE INVENTORY ADVERTISING & HOW THEY WORK: ✓

Utilizing Inventory Advertising:

Vehicle inventory ads on social media platforms play a crucial role in reaching and engaging potential buyers. By showcasing the New Armadas with high-quality dealer photos, they ensured that customers could visually experience the cars' features & condition, increasing the likelihood of capturing the attention of individuals actively seeking to purchase a vehicle.

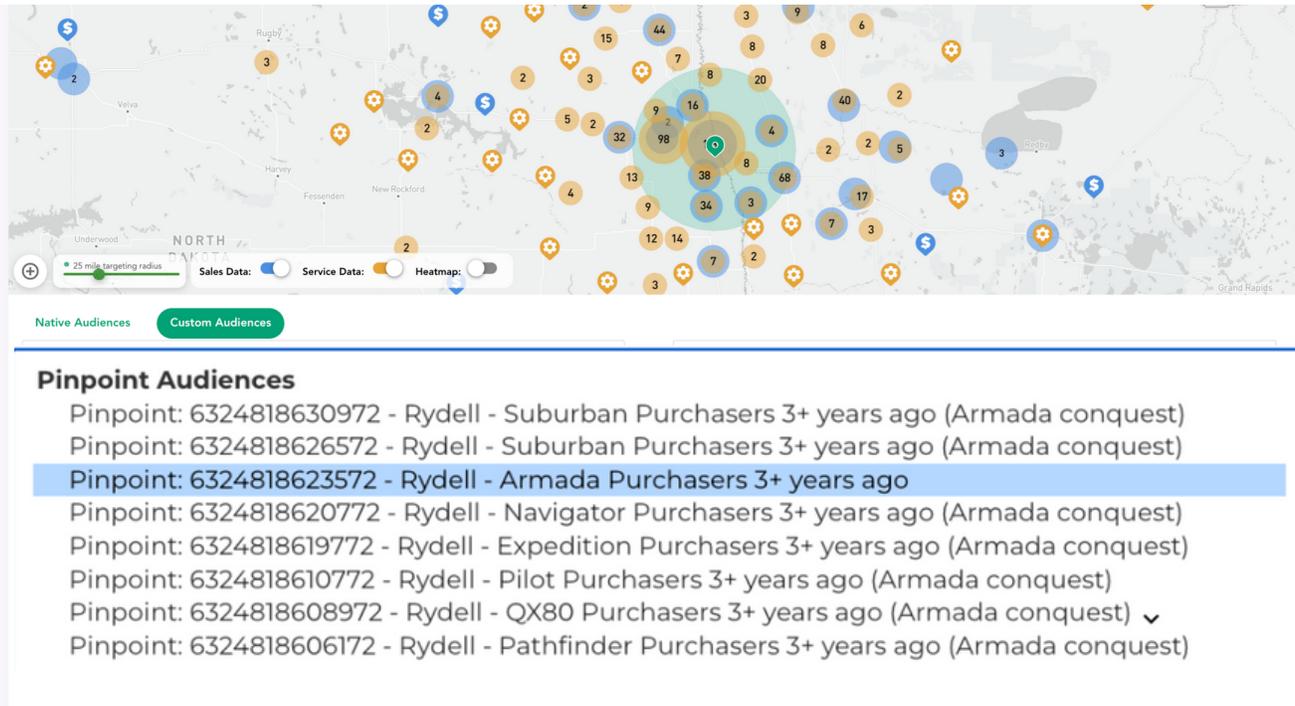
How Automotive Inventory Ads (AIA) Work:

AIA Campaigns use information from your vehicle inventory catalog, the Meta Pixel (on your website), and people's engagement on Meta to show the right vehicles to the right people. The ads dynamically update as inventory is sold and new inventory is added. AET Inventory Studio offers a fast & easy way to create/manage your catalog & deploy these ads.



aetautomotive.com

FROM LIABILITY TO ASSET: AET AUTOMOTIVE PRODUCTS REINVIGORATE AGED INVENTORY FOR PROFITS



2 USING DMS TO TARGET AUDIENCES USING PINPOINT

To further amplify their marketing efforts, they signed up for PinPoint—a platform that enables precise targeting of specific customer segments. Leveraging PinPoint's capabilities, they launched an ad campaign specifically targeting customers who had purchased similar vehicles over three years ago. This strategic move ensured that Rydell's advertisements reached a relevant audience, increasing the likelihood of attracting potential buyers who were likely in the market for an upgrade.

Campaign Highlights

AET STUDIOS USED



CREATIVE
STUDIO



AD
STUDIO

+



PINPOINT
TARGETING

5 Mins

CAMPAIGN
BUILD TIME



LAUNCHED ON META
PLATFORM

Rydell Cars
Sponsored

Great Opportunity on 2022-23 Nissan Armada at Rydell Nissan of Grand Forks. Save up to \$5,000 OFF MSRP on selected Armada models. Call or Text Today 701-746-2020.

NISSAN 2022 - 2023
Nissan Armada

UP TO \$5,000 OFF MSRP

WWW.GFNISSAN.COM
Save Up to \$5,000 OFF MSRP on Selected Nissan Armada models. [Learn more](#)

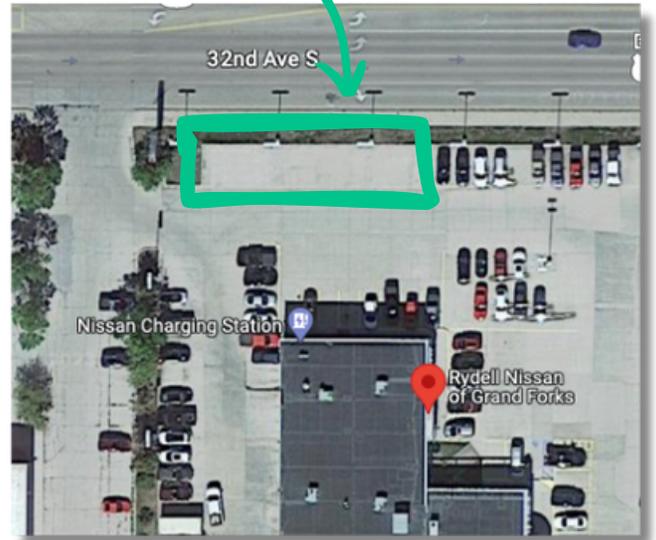
2

Like Comment Share

FROM LIABILITY TO ASSET: AET AUTOMOTIVE PRODUCTS REINVIGORATE AGED INVENTORY FOR PROFITS

3 STRATEGIC VEHICLE PLACEMENT ON LOT:

Recognizing the impact of visual appeal, Rydell took a proactive approach and had the New Armadas moved to the front of the lot. This strategic lot placement aimed to increase the vehicles' visibility and attract potential buyers as they approached the dealership. By placing the cars in a prime location, The team ensured that they would catch the attention of both foot traffic and passing motorists.



RESULTS SUMMARY

5 x 
Armadas Sold

\$66.80

Spent per vehicle Sale

7 mins

Total Creation Time

Cost & Impressions

by Amount Spent, CPM & Impressions

Amount Spent	CPM	Impressions
\$334.3	\$9.00	37.1k

Clicks

by Clicks, CTR & CPC

Clicks (all)	CTR (all)	CPC (all)
219	0.6%	\$1.50

TOOLS USED



AET Inventory Studio

AET Inventory Studio helps dealers automate their inventory ads on social media. Dealers select their vehicle sets by their attributes, then our tool creates a social media ad set for that list.



AET Creative Studio

This design tool lets dealerships create stunning images & and animated ads for their website, social media, or any display advertising campaign in-house, in minutes!



Ad Studio + PinPoint DMS Targeting

Ad Studio allows dealers to quickly and easily launch static & video ads to social platforms. The PinPoint add-on links the dealer's DMS to Meta platform to segment and target 1st-party audiences with ease.

