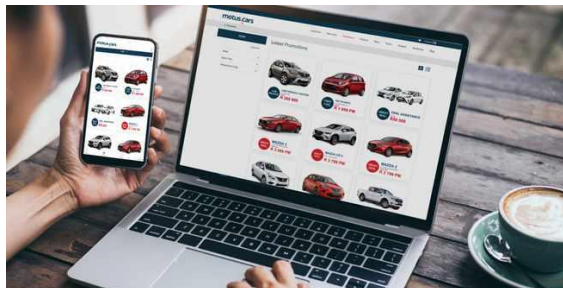


Motus.cars drives car sales by adopting a Google-first approach



Motus Retail,
Gauteng, South Africa • <https://motus.cars/>



The challenge

Motus Retail, SA's biggest automotive retail group, needed a strategic Google Premier partner to increase both i) the number of leads they were receiving online, and ii) their lead-to-sales volumes for the largest aggregator, Motus.cars

The approach

The SearchKings™ Africa team implemented the following tactics:

- leveraged Google's automated bidding strategies at scale,
- developed customised & standardised reporting across the business units. and
- prioritised getting buy-in from each business unit to support the renewed "car first" Google marketing strategy at scale

Collaborating with Motus' stock portal developers, we created custom feeds for dynamic search ad campaigns that prioritised specific inventory based on key commercial objectives.

Our customised reporting ensured each business unit measured key impact metrics and showed what creative is running on the Display Network. We linked our proprietary call tracking solution that lets key stakeholders analyse sales calls, rate each lead's quality and show how leads are funnelled internally. This data is fed back into Google to support our conversion optimisation efforts.

The results

Motus.cars successfully drove double-digit sales growth, triggered by a 115% increase in their lead conversion rate where 53% of leads originate from Google Ads. Utilising the power of Google Ads and our proprietary technology has created a competitive advantage. A digital-first marketing strategy is expected to entrench the company's positioning in South Africa as the go-to car aggregator to buy cars.

"Time and time again SearchKings™ Africa delivered. Historically, we converted 4% of leads to sales and today we are converting 8.6% of leads to sales."

— Delisha Chittiah, Digital Marketing Specialist at Motus

53%

of all Motus.car leads are generated from Google Paid Advertising

115%

Increase in lead to sale conversion rate since working with SearchKings™

58%

Growth in overall website traffic since investing in Google Ads

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2020 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

Google Ads