Len Lyall Chevrolet drives offline repair services on Pinterest

Goal
Conversions

Business type
Small business

Ad format
Standard

Product features
Conversion optimization

3x
return on ad spend[1]

$50
cost-per-repair-order[1]

[1] Len Lyall Chevrolet data, 2021

Auto dealer sees service visits on the rise
Len Lyall Chevrolet wanted to increase local service visits to their dealership and used Pinterest to help them find their target audience. They worked with their agency, AET Automotive, to create a combination of targeting to reach their audience including search, interest and zip code targeting.

Conversion optimization gave the extra boost needed and they saw winning results—3x ROAS on their standard ads and earned 14 repair orders at a cost per order of $50.

Advertiser Tips

1. Be sure to use clear messaging on your ads and pair with simple imagery to catch Pinners' eyes.

1. Conversion optimization as a campaign objective can help potentially increasing key website actions for your dealership.

"People are on Pinterest to plan for future events like vacations and road trips. The platform also draws auto enthusiasts, so it really the perfect place for our retail service ads."

Betsy Brookshire, COO, AET Automotive