

# fonemedia × Chapelhouse Motor

Automotive



Awareness

Dealerships



## ➔ The brief

Chapelhouse Motor is a family-run automotive group with nine dealerships across North-West England. This campaign aimed to raise awareness of their new Suzuki dealership in Blackpool by driving traffic to the company’s website.



### Mobile Plus

particular audience

- ✓ Geographic
- ✓ Language
- ✓ IAB category
- ✓ Demographic
- ✓ Keyword
- ✓ Pre-built audience

1.45%

CTR

87.14%

Viewability rate

## ➔ The solution

We recommended our **Mobile Plus product** for its **advanced targeting capabilities**. This solution leverages geographic, keyword, contextual, and demographic targeting to reach a highly engaged audience. We specifically targeted users showing interest in automotive topics like PCP, used cars, test drives, and Suzuki dealerships.

## ➔ The results



300,000  
Impressions



0.64%  
Click-through rate

The campaign delivered over **300,000 impressions** to a precisely targeted audience. With a **click-through rate (CTR) of 0.64%**, nearly double the Google industry average for automotive. We also provided key insights and recommendations for optimising future campaigns.

## ➔ About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

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