

Theobald Group : Doubling Conversions with Digital



Context

The Theobald Group, a well-established car dealership in Lorraine, offers a wide range of vehicles for both private and professional clients through its 31 dealerships representing around ten different brands. From the beginning of our partnership, we collaborated to create customised digital marketing strategies designed to enhance their online visibility.

We deployed a series of actions, ranging from Google Ad campaigns to strengthening their social media presence, and creating impactful content. This partnership not only strengthened Theobald's brand image but also empowered us to reach ambitious goals while meeting the demands of the automotive market.

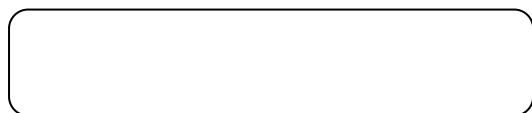
With Theobald managing such a wide array of brands and dealerships, we had to implement a highly targeted strategy, using specific keywords for each brand and model.

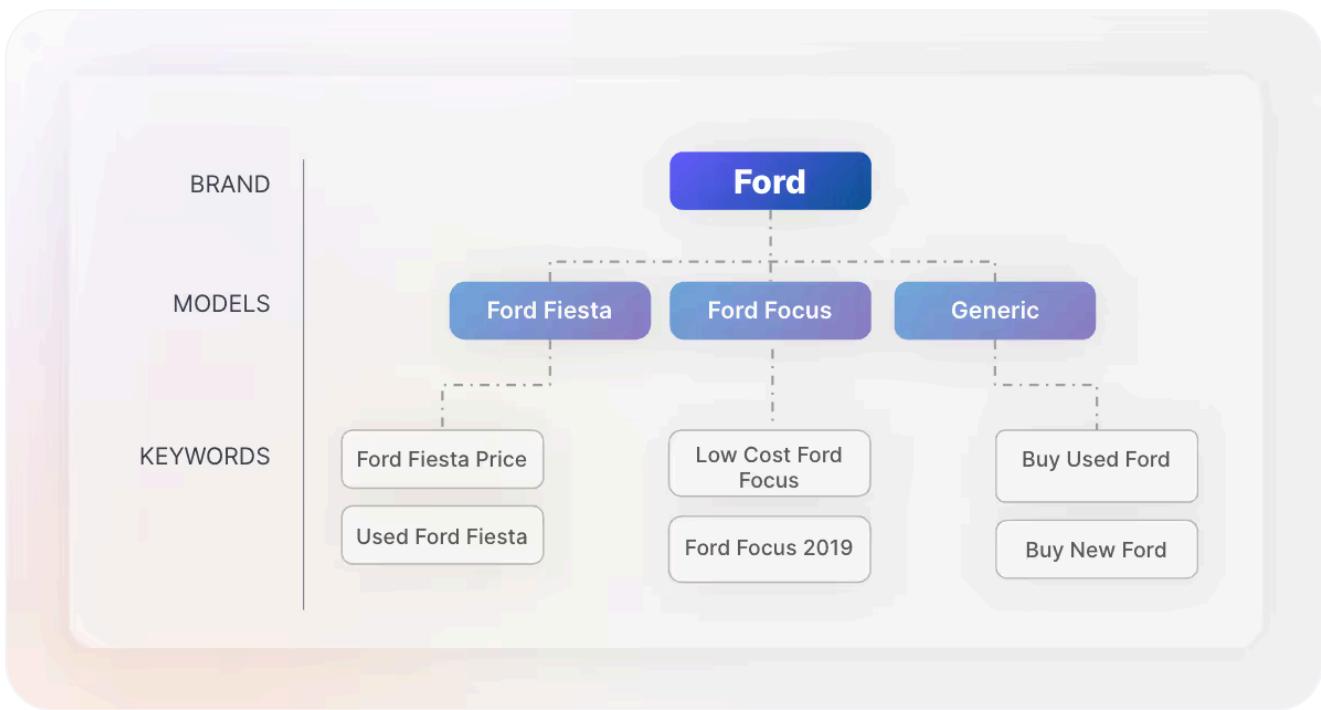
To reach our goals, a multichannel marketing approach was indispensable.

How We Doubled Conversions with a Custom Google Ads Strategy

Google was the cornerstone of our strategy to target the right keywords and attract potential buyers.

A standout feature of our strategy for Theobald was the tailored approach to Google Ads campaigns, thanks to a tailor-made, highly flexible, and adaptable structure. This allowed us to launch more than **500 campaigns** per year, each perfectly adjusted to different market segments (private and professional).





In addition to launching these campaigns, we closely monitor them throughout their duration, optimizing performance in real-time to achieve maximum results.

Through this customization and constant monitoring, we boosted site traffic by **63%** and doubled conversions (**+112%**), with 50% of leads coming from SEA.

We also created over **250** engaging ad content pieces, including YouTube videos and banners. By leveraging data on interests and past behaviors, as well as a remarketing list, we maximized the reach and impact of these campaigns, further strengthening Theobald's brand awareness.



A Targeted Audience on Facebook and LinkedIn

Facebook played a key role in enhancing Theobald's brand awareness, allowing us to reach a broad audience and effectively engage customers. We launched between 40

and 50 monthly campaigns on Facebook to promote dealership offers and events, leading to a **125%** increase in conversions and an **50%** reduction in cost per conversion. Thanks to these targeted and optimized campaigns, we also saw a **56%** increase in traffic from Facebook.

On LinkedIn, we implemented a targeted strategy to promote fleet services, highlighting offers and events specifically designed for professionals. This approach enabled us to reach specific market segments and strengthen our presence in the B2B sector. Thanks to this strategy, we saw the conversion rate rise by **35%**, from **455 to 615** conversions, proving the effectiveness of our approach.

Include people who have **ANY** of the following attributes:

Job Seniorities
CXO, Director, Senior, Manager, Owner, VP

AND also have **ANY** of the following attributes:

Member Age
35 to 54, 55+
By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

Exclude people who have **ANY** of the following attributes:

Job Seniorities
Entry, Training, Unpaid

192 abonnés
HYUNDAI Post sponsorisé

Passez à une mobilité plus verte avec Hyundai Nouveau Tucson Hybrid et profitez du meilleur des deux mondes. Venez le découvrir et l'essayer dans vos concessions Théobald.

Pensez à covoiturer **#SeDéplacerMoinsPolluer**

Hyundai Entreprises
Nouveau TUCSON Hybrid
Également disponible hybride rechargeable.

OF-HY861E

A small graphic showing a fuel efficiency scale from A to G, with C labeled as 133g CO2/km.

HYUNDAI

Hyundai Entreprises – Nouveau Tucson

theobald-groupe.com

En savoir plus

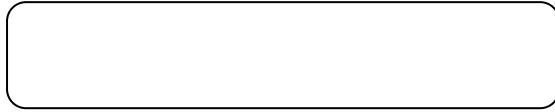
J'aime Commenter Republier

Looker Studio for Data-Driven Success

To effectively track the large number of campaigns and conversions, we set up a rigorous tracking system. We created a specialized reporting tool, Looker Studio, that connects various data sources and provides a real-time view of campaign performance.

With a unique interface, we can navigate between channels like LinkedIn and Facebook while accessing web analytics data.

We generate comprehensive reports to assess performance and hold monthly meetings with the dealerships to review results and plan the next steps. Additionally, we integrated the advertising platforms with Theobald's CRM, ensuring precise tracking of return on investment, from initial interaction to final sale.



Results

Thanks to our efforts, Theobald has seen a significant improvement in its online presence and an increase in the number of leads. Here are some notable results:

125% Increase in Facebook ad conv.

from 900 to 2000

50% decrease in cost per conversion

from 4.7€ to 2.2€

63% Increase in website traffic

**35% increase in LinkedIn
conversion rate**

**112% Increase in Google ads
conversions**

from 25,000 to 55,000

Conclusion

The Theobald Group has achieved its digital marketing goals thanks to our expertise and personalized approach.

By focusing on various aspects of digital marketing, including SEO, customized Google Ads, social media, display and video ads, as well as reporting and data, we have strengthened Theobald's online presence and generated a steady flow of new leads.

Google was the main axis of our strategy, complemented by social media to maximize the impact of each campaign.

This increased visibility also enabled Theobald to secure new contracts in the fleet market, further solidifying their position as a leader in the automotive dealership sector

in the northeast of France.

In Addition...

Beyond our digital marketing services, My Digipal operates as a true marketing department for our clients. We have assisted the dealerships in the daily management of their pages, resolving issues such as page access, media budget billing, and deactivated accounts. Through our constant support, we ensure smooth and efficient management of digital marketing activities, allowing our clients to focus on their core business.



Jennifer Grand

Marketing Manager at Groupe Theobald