

Yankee Ford

Snapshot

[Yankee Ford](#), a dealership based in South Portland, Maine, offers a wide range of new Ford vehicles—from heavy-duty trucks to fuel-efficient hybrids.

Marketing goals

Yankee Ford's primary goal was to build a measurable and reliable full-funnel strategy that would increase market share and drive more vehicle sales.

Marketing challenge

The Yankee Ford team wanted better insight into their marketing results so they could make data-backed decisions to improve campaigns and get more leads.

LocaliQ solution

Yankee Ford partners with LocaliQ to get a custom-built suite of digital marketing solutions that includes [Search Ads](#), [Display Ads](#), and [Listings](#).

Results

With help from LocaliQ, the Yankee Ford team has quickly increased their market share by running multiple Search Ads campaigns that target specific locations throughout Maine. LocaliQ's marketing platform has empowered Yankee Ford to drive more vehicle sales through unique ad types like Vehicle Listing Ads.



YANKEE
Ford

#1

Became #1 Ford dealership in Maine since working with LocaliQ

75%

higher Search Ads CTR than industry average

70%

lower Search Ads CPC than industry average

“The best part about working with LocaliQ is our relationship with their amazing team. With LocaliQ, we collaborate to maintain our online exposure and bring in more customers.”

— Debra Bly, Marketing Director, Yankee Ford

