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## How it Works

- Identified 121 competitor locations to build audiences
- Audiences refreshed daily to spot active shoppers
- Captured 11,351 unique devices within a 30 day time Period
- Utilized banner and interstitial ads

## Results

4,817 total Website visits with 1:21 minute average time on site  
712 visits to the dealership.

272 total vehicles sold, 51% to shoppers impacted by Digital Pointes placed ads