Case Study — AUTOMOTIVE

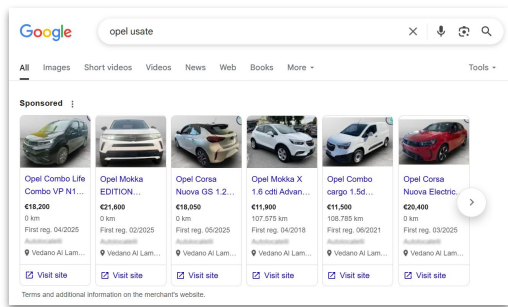# MotorK drives 27% incremental leads with Google Vehicle Ads

MOTORK

Automotive digital solutions provider
EMEA – Italy • Motork.io

The Challenge

As a leading automotive digital solutions provider operating across Europe, MotorK aims to help its dealer clients connect more effectively with online car shoppers. In an increasingly competitive digital landscape, MotorK is committed to delivering high-quality leads and providing clients with innovative, data-driven advertising solutions that yield measurable value and long-term growth.

The Approach

To meet this challenge, MotorK was one of the first in its markets to implement Performance Max with Vehicle Ads for its clients, starting in Italy and Spain. This solution enabled it to showcase vehicle inventories to interested car buyers across Google's channels. The platform integrated seamlessly with MotorK's clients' existing Google Ads strategies, creating a comprehensive and powerful tool to reach in-market car buyers at critical moments of their purchasing journey.

The Results

The integration of Performance Max with Vehicle Ads into the existing digital strategy for stock vehicles delivered significant results for MotorK's clients. The solution yielded a 27% increase in incremental leads over the previous three months and a 21% reduction in overall cost-per-lead (CPL). Following this success, MotorK is now part of the Vehicle Feed Service Provider program, further enhancing its offering to the automotive industry.

"The integration of Performance Max with Vehicle Ads has greatly enhanced stock inventory visibility and lead generation for our clients, delivering increased volume at a substantially lower cost per lead. Our successful partnership with Google helped reinforce MotorK's position as a trusted leader in automotive digital solutions."

Alice Gargantini, Head of Performance Marketing, MotorK

27% Incremental leads

21% Decrease in overall CPL

Primary Marketing Objective

● Lead Generation

Featured Product Area

● Performance Max with Vehicle Ads

Google Ads

Google