



Dynamic Used Car Campaigns

Inventory-driven advertising that adapts to real-time vehicle availability.

About This Case Study

- **The Challenge** — Used vehicle inventory changes daily, making it challenging for traditional search campaigns to consistently reflect available inventory and capture in-market shoppers.
- **The Goal** — Evaluate whether Dynamic Used Car campaigns drive measurable performance across dealership accounts and understand their impact throughout the buyer journey.
- **The Methodology** — Analyze performance across 9 dealership accounts in multiple states over nine months (July 2025–March 2026), representing a range of franchise groups, market sizes, and inventory volumes.
- **What We Focused On** — Measure clicks, click-through rate (CTR), cost-per-click (CPC), vehicle description page (VDP) views, leads, store visits, assisted conversions, and conversion-path activity using Google Ads and GA4 data.

What Are Dynamic Used Car Campaigns?

Dynamic used car campaigns are inventory feed-based search campaigns that automatically update based on vehicle availability.

As vehicles are added to or removed from inventory, campaign content, pricing information, and vehicle details are updated in the campaigns, reducing the need for manual management.

This helps ensure campaigns reflect current vehicle availability and pricing while supporting compliance requirements.



 Antioch, IL · Choose area 

Sponsored result



Used 2019 Jeep Cherokee - Selling Price: \$18390


Used 2019 Jeep Cherokee - Selling Price: \$18390

Mileage: 59707 Miles. Excl Tax/Title/Lic. Stock #21203P. Looking For A Used Jeep? View Our...

 Illinois 173

10K+ visits in past month

Used Inventory

View Our Large Selection Of Used Cars & Schedule A Test Drive Today. 


Used Under \$25k

Check Out Our Inventory Of Budget-Friendly Used Vehicles. 

Hours & Directions

Call Us Or Stop In For A Test Drive Today. 

Value Your Trade

Discover The Value Of Your Trade-In Here. 

Contact Us

Get In Touch To Learn About Our Specials Or Schedule A Test Drive. 

Advantages

Greater Control

Take full control over keywords, ad copy, and messaging — ensuring every ad is intentional and relevant. With control over what goes into each ad, we can highlight exactly what used car shoppers are looking for: year, make, model, stock number, price, mileage, and more.

Enhanced Visibility

Ad extensions highlight specific features and promotions while occupying more real estate on the Google search results page.

Essential Customer Journey Touchpoint

Even when Search isn't the final touchpoint, it starts the conversation. Assisted conversions demonstrate that Search often contributes to conversions beyond the final click.

Performance

9 ACCOUNTS · 9-MONTH SNAPSHOT

52,800

Total Clicks

At an 8.19% CTR across 9 dealership accounts over 9 months, indicating strong engagement from shoppers.

44,572

VDP Visits

Just \$3.21 per VDP — with 84% of all clicks landing directly on a vehicle listing. Those are shoppers looking at specific cars.

519

Leads

Quality leads generated over 9 months — not just clicks, but real buyer intent.

991


Store Visits

Beyond online engagement, the Dynamic Used Cars campaigns were associated with 991 attributed store visits.

Dealership Performance Highlights

Out of 9 dealerships analyzed over 9 months, three accounts stood out for delivering exceptional results in their own way.

- **Midwest Chevy Buick Dealer**

 Efficiency Champion


\$99.84 Cost/Lead

125 Leads

\$1.49 Cost/VDP

1.28% Leads Rate

- **Midwest Subaru Dealer**

 Volume Champion


395 Store Visits

9,534 VDP Visits

12,790 Clicks

\$95.27 Cost/Store Visit

- **Midwest Toyota Dealer**

 Most Well-Rounded

9.90% CTR

124 Leads at \$132.83/Lead

189 Store Visits

6,164 VDPs



At \$99.84 per Lead, and just \$1.49 per VDP — the most cost-efficient across both metrics.



395 people walked through the door — the highest foot traffic of any account.



Strongest CTR, strong leads, strong store visits — no weaknesses.

Defining Key Terms

- Lead — a direct action taken by a shopper showing real buying intent: calling the dealership, submitting a form, requesting a quote, or scheduling a test drive.
- Conversion — a broader measure that includes all leads, plus additional actions such as Vehicle Detail Page visits
- VDP Visit — this is when a shopper lands on a specific vehicle listing page
- Store Visit — Google's ability to approximately track when someone who clicked an ad physically visits the dealership. It connects the online ad to real foot traffic on the lot.
- Assisted Conversion — any click that influenced a conversion but wasn't the final touchpoint. Dynamic Used Car campaigns frequently play this role — a shopper sees the ad, leaves, and comes back later through organic search, social, or branded search before converting. That first touch rightfully gets the credit it deserves.
- Conversion Path — the full sequence of touchpoints a shopper interacts with before converting. Car buyers rarely convert on the first click — they research, compare, and come back.

Conversion Paths

From the Conversion Path analysis in Google Ads and GA4, key patterns emerge:

- **First Touch Leader**
Dynamic Used Car campaigns frequently appear as the very first touchpoint in the buyer journey.
- **Solo Performer**
Dynamic Used Car campaigns also appear alone — closing the deal without any assist needed.
- **Dynamic + Performance Max Combo**
The Dynamic Used Car + Performance Max combination is one of the most common and powerful conversion paths observed.
- **Dynamic + Branding Pattern**
Dynamic Used Car + Branding is another strong recurring pattern, reinforcing brand recall throughout the journey.

DYNAMIC - Ra...ear - Models 12%	PERFORMANCE ... - Used Cars 88%	←	17.00 (0.03%)
DYNAMIC - Ch...ler - Models x 2 100%		←	16.00 (0.03%)
DYNAMIC - Ram - Models 3%	br...n..._gbp x 3 97%	←	16.00 (0.03%)
SEARCH - Dea...r/Dealership 15%	PERFORMANCE ... - Used Cars 85%		16.00 (0.03%)
cars.com_VDP_referral x 4 100%			16.00 (0.03%)
PERFORMANCE ... - Used Cars 47%	PERFORMANCE ...X - New Cars 47%	SEARCH - Branding x 2 6%	16.00 (0.03%)
SEARCH - Branding 18%	br...n..._gbp 29%	(organic) 53%	16.00 (0.03%)

SEARCH - Branding x 3 3%	DYNAMIC - Fo...Year - Model 0%	SEARCH - Dea...rship - West 0%	DYNAMIC - Fo...Year - Model x 2 0%	(organic) 94%	
SEARCH - Dea...rship - West 0%	PERFORMANCE ... - Used Cars 0%	..._gbp 0%	(organic) 0%	PERFORMANCE ...X - New Cars 0%	6.00 (0.75%)
SEARCH - Branding x 2 0%	DYNAMIC - Fo...Year - Model 3%	SEARCH - Branding 0%	..._gbp x 2 0%		

MICHIGAN-BASED FORD DEALER

Dynamic Used Cars — Ford Model Campaign

2,117 last-click conversions + 1,141 assists — over 3,250 total conversion interactions from a single campaign over a 9-month period.

Campaign	↓	Last click conversions	Last click conversion value	Click and view assists	Click and view assist value	Assists / last click conversions
DYNAMIC - Ford - Model	>	2,117	10,407	1,141	5,685	0.54
DYNAMIC - Ford - Year - Model	>	986	4,833	415	2,051	0.42
DYNAMIC - Ford - Body	>	217	1,055	53	265	0.24
DYNAMIC - Ford - General	>	20	95	7	35	0.35

WISCONSIN-BASED CDJR DEALER

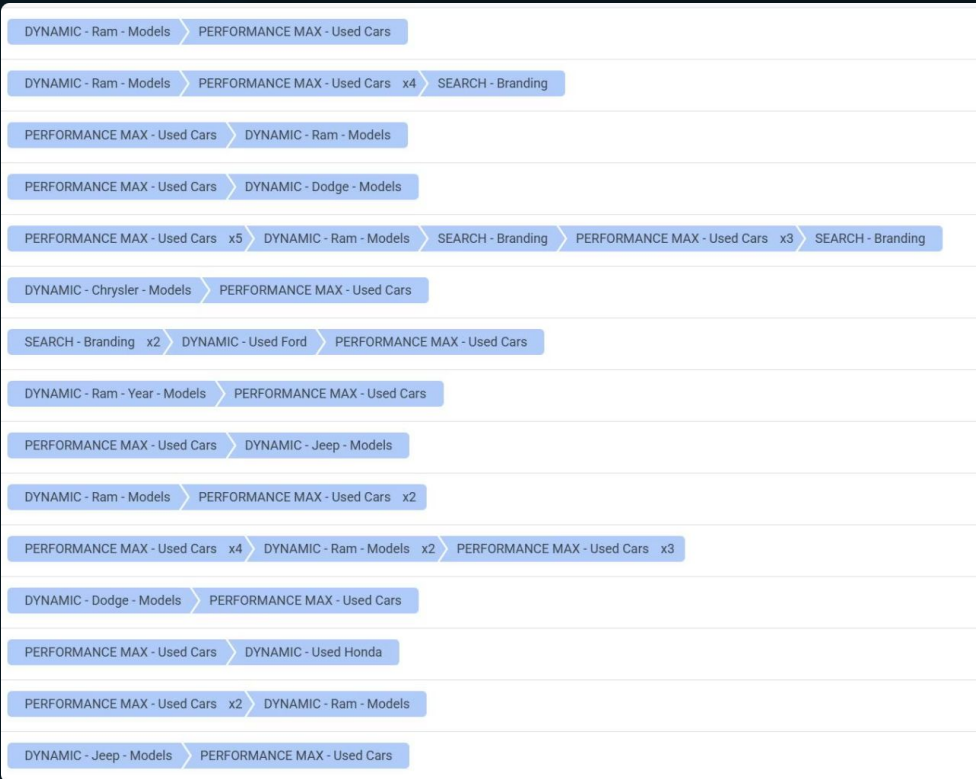
Dynamic Used Cars — Ram Models Campaign

1,077 last-click conversions + 738 assists — nearly 1,800 total conversion interactions from one campaign alone. A 0.69 assist ratio means for every 10 conversions closed, there were 7 additional assisted touches happening in the background.

Campaign	↓	Last click conversions	Last click conversion value	Click and view assists	Click and view assist value	Assists / last click conversions
DYNAMIC - Ram - Models	>	1,077	5,306	738	3,687	0.69
DYNAMIC - Jeep - Models	>	449	2,177	307	1,527	0.68
DYNAMIC - Dodge - Models	>	384	1,890	470	2,350	1.22
DYNAMIC - Ram - Year - Models	>	371	1,829	710	3,536	1.91
DYNAMIC - Used Honda	>	256	1,225	83	415	0.32
DYNAMIC - Used Ford	>	247	1,192	104	520	0.42

Dynamic Used Car vs. PMax w/feeds

Two Campaigns, Two Auctions, One Dominant Presence



Dynamic Used Car campaigns are keyword-based Search campaigns — they show up when someone is actively typing into Google.

PMax w/ Vehicle Feed campaigns are signal-based, AI-powered campaigns that serve ads across search, shopping, display, and more.

Because Dynamic Used Car and PMax w/ VF campaigns run in completely different auctions, implementing both means your dealership has more chances to show up — in more places — for more shoppers. A buyer searching for a used F-150 might see your Dynamic Used Car ad in the search results and your PMax w/ VF ad in the shopping section.




That's not overlap — that's dominance.

Dynamic Used Car and PMax w/ VF don't compete with each other — they complement each other, and together they create a much stronger online presence than either one could on its own.

Antioch, IL - Choose area

Sponsored results



2022 Jeep Compass - Selling Price: \$18390 - In Stock & Available Today

Only 84182 Miles. Excl Tax/Title/Lic. Stock #21168U. Looking For A Used Jeep? View Our Selection Of Pre-Owned Vehicles Today. Low-Mileage Cars. Convenient Location. Great Used Models. CPO Models Available.

+1 847-395-0200 - Open today 9:00 AM - 8:00 PM

[Call us](#)






hawkcdf.com
<https://www.hawkcdf.com/used-compass>

Used 2022 Jeep Compass - 6 in stock - Finance for \$291/mo

Get a 2022 Jeep Compass for only \$291/mo

Hide sponsored results

Sponsored vehicles

				
2022 Jeep Compass...	2022 Jeep Compass...	2022 Jeep Compass...	2022 Jeep Compass...	2022 Jeep Compass...
\$19,977	\$21,201	\$22,050	\$21,590	\$22,170
Used - 29k mi	Used - 27k mi	Used - 19k mi	Used - 43k mi	Used - 13k mi
CarGurus	CarGurus	Gurnee Chry...	Carvana	Volkswagen ...
Antioch	Antioch	Gurnee	Racine	Palatine
Visit site	Visit site	Visit site	Visit site	Visit site

Tax, title, and processing fees may apply

Conclusion

Dynamic Used Car campaigns are a smarter way to advertise used car inventory that is constantly changing. Together with PMax w/ VE, they show up across different auctions — meaning more visibility, more touchpoints, and a stronger presence on Google. And as the conversion path data shows, Dynamic Used Car campaigns play a critical role throughout the entire buyer journey, often being the very first ad a shopper sees before eventually calling or walking into the dealership.

Always In Sync

Campaigns update automatically as inventory changes — no manual work required.

More Touchpoints

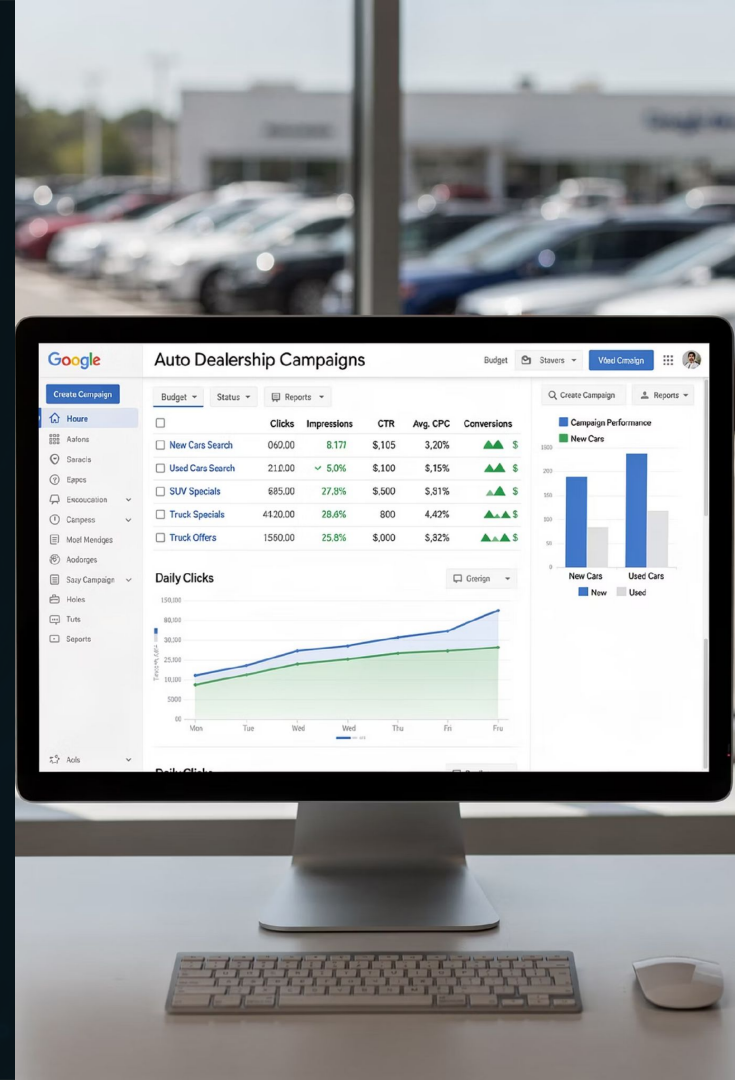
Dynamic Used Car campaigns appear across the full buyer journey — from first search to final conversion.

Stronger Together

Paired with PMax w/ feeds, Dynamic Used Car campaigns create an unmatched presence across Google's entire ecosystem.

The Bottom Line

44,572 VDP visits at \$3.21 per VDP, 519 Leads, 991 Store Visits across all analyzed accounts generated from a single campaign type.



Thank You!

Dynamic Used Car campaigns — putting the right car in front of the right buyer, at exactly the right moment.

