

Connecting With Spanish-Speaking Audiences Through Demand Generation

ARONSON  **ADVERTISING** Inc.

The Importance Of Reaching Spanish-Speaking Audience

Spanish-language campaigns help dealerships connect more effectively with shoppers who prefer to research and engage in Spanish. When the message, calls to actions, creative, and landing page experience feel more relevant, dealerships can create a stronger path to action.

Spanish campaigns can help dealerships:

- Reach Spanish-speaking shoppers more effectively
- Expand your audience beyond English-only campaigns
- Deliver more relevant messaging and ad experiences
- Capture additional demand from Spanish-speaking shoppers

Key Takeaways From This Case Study

Spanish language campaigns worked best when the full experience was built around the audience not just translated after the fact.

What the case study showed

- Relevant Spanish creative helped reach shoppers who may not respond as strongly to English only messaging.
- Dedicated Spanish landing pages created a clearer path from ad engagement to website action.
- Clear calls to action and mobile-friendly experiences helped support deeper engagement.
- Spanish Demand Gen contributed beyond clicks and leads, including assisted conversions and vehicle sales influence.

Bottom line: Spanish campaigns can help dealerships reach an under supported audience and connect media performance to real business impact.

Study Overview

Challenges: Spanish-speaking audiences represent a significant portion of the population within the target markets. However, many dealerships rely primarily on English-language advertising, which can lead to missed opportunity to engage these shoppers.

Goals: The study evaluated the impact of Spanish-language Demand Gen campaigns and identified the strategies that produced the strongest results.

Methodology: The analysis included two dealership accounts that ran Spanish-language Demand Gen campaigns over three- and nine month periods. Campaign performance was evaluated using Google Ads metrics alongside broader website performance metrics.

KPIs: The study monitored website traffic, lead, VDP views, store visits, and assisted conversions to measure campaign performance.

Example 1 - Used Car Dealership in Illinois

Challenges:

- This is an independently operated dealership that only sells used vehicles. Its inventory remained below 50 vehicles, and its marketing budget was limited. The dealership also lacked clear competitive differentiators, so its organic visibility was constrained by larger competing dealership.

Opportunity:

- Spanish-speaking audiences represent a meaningful portion of the local population, yet this dealership did not actively target them with Spanish-language advertising. This created an opportunity to reach an underserved audience.

Implementation:

- The dealership launched a Spanish-language Demand Gen campaign targeting Spanish-speaking shoppers. The campaign included display ads and video creative that directed users to a dedicated Spanish landing page. The campaign ran for three months, from March through May 2025.

Results:

- The campaign delivered strong performance despite the dealership's limited budget and inventory. The following results highlight the campaign's impact.

Example 1 - Results

5,423

Clicks

\$0.27

Cost per Click

80

Leads

\$18.48

Cost per Lead

678

Vehicle Display
Page Views

\$2.18

Cost per VDP

Takeaway: Despite its modest budget and limited inventory, the Spanish-language Demand Gen campaign generated 5,423 clicks, 80 leads and 678 VDP views while maintaining an \$18.48 cost per lead and \$2.18 cost per VDP. These results demonstrate that even smaller dealerships can effectively engage Spanish-speaking audiences through relevant creative and a dedicated Spanish-language landing page.

Example 1 - Key Takeaways

What stood out

- A focused Spanish Demand Gen strategy helped this smaller used car dealership compete despite a limited budget and inventory.
- Spanish creative and a dedicated Spanish landing page created a more relevant experience for shoppers.
- The campaign generated 80 leads and 678 VDP views over three months, showing that smaller dealerships can still reach meaningful demand.
- This example shows the value of reaching an overlooked audience with the right message and landing page experience.

Bottom line: The opportunity was not just bigger spend it was better audience fit.

Example 2 - Nissan Dealership in Illinois

Challenges:

- The dealership benefited from strong brand recognition and a large inventory, but it also faced intense competition within the local market. A significant Spanish-speaking population also lived within the dealership's primary market, yet its advertising efforts primarily targeted these shoppers in English.

Opportunity:

- This created an opportunity to reach Spanish-speaking shoppers with messaging tailored to their preferred language.

Implementation:

- The dealership launched Spanish-language Demand Gen campaigns featuring Spanish-language display ads and video creative that directed shoppers to a dedicated Spanish-language landing page. The campaigns supported both vehicle sales and service marketing over nine months from September 2025 through May 2026.

Results:

- The campaigns generated measurable growth in website traffic and leads while also encouraging deeper engagement throughout the shopping journey. The following metrics highlight the campaign's overall performance.

Example 2 - Results

19,248

Clicks

\$0.63

Cost per Click

201

Leads

\$60.26

Cost per Lead

235

Vehicle Display
Page Views

\$51.54

Cost per VDP

139

Engagements*

*Click to call actions are counted as leads. Engagements include tracked click to actions for high intent buttons like Schedule A Test Drive, Schedule Service, Value Your Trade, and Shop From Home when full form submissions were not available.

Takeaway: The campaign generated 19,248 clicks, 201 leads, 235 VDP views, and 139 tracked engagements while maintaining a \$60.26 cost per lead and a \$51.54 cost per VDP. These results demonstrate that Spanish-language Demand Gen campaigns can drive not only direct leads but also meaningful engagement throughout the vehicle shopping journey.

Example 2 - Assisted Conversions

This report demonstrates that the Spanish-language Demand Gen campaigns contributed to the customer journey even when another channel ultimately received credit for the conversion.

Dimension ?

Campaign

Conversion actions ?

8/13 conversion actions selected

Lookback window ?

90 days

Assisted conversions show all interactions, excluding the last interaction, that occurred before a conversion.
 [Learn more](#)

Campaign contains DEMAND GEN

X

Add filter

Reset

X

Campaign	↓ Last click conversions	Last click conversion value	Click and view assists	Click and view assist value	Assists / last click conversions
DEMAND GEN - Service - Spanish - Banner Ads	13	65	5	15	0.38
DEMAND GEN - Spanish - Service - Video Ads	8	68	67	399	8.38
DEMAND GEN - Spanish - New Cars - Banner Ads	5	37	43	281	8.6
DEMAND GEN - Spanish - New Cars - Video Ads	3	5	25	141	8.33

How to read the data:

Above 1 = the campaign assisted more conversions than it closed directly.

Below 1 = the campaign closed more conversions directly than it assisted.

Example 2 - Growth in Spanish-Language Website Traffic

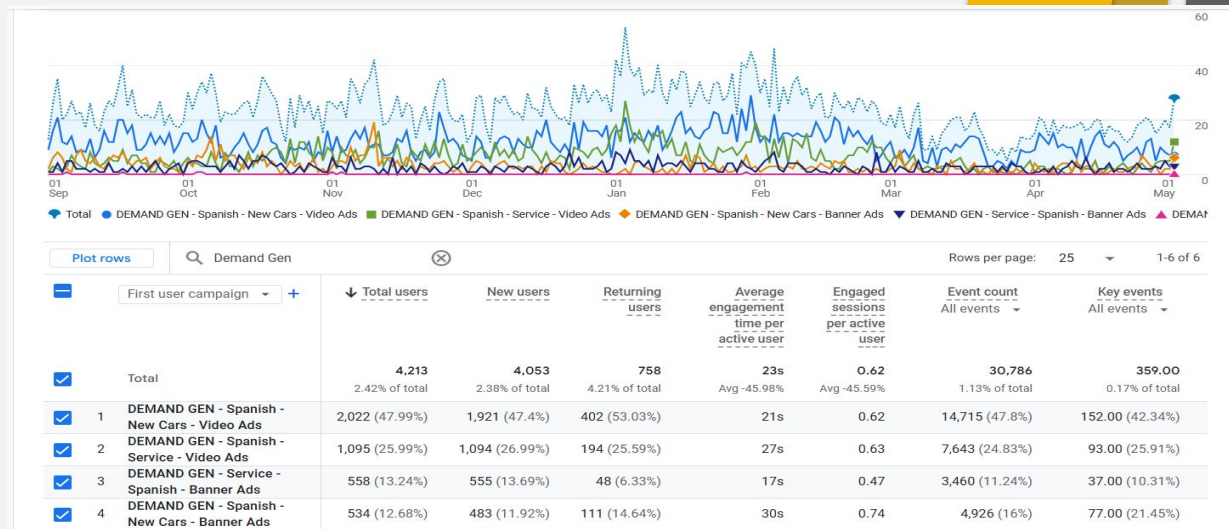
Spanish language website traffic increased over time, extending beyond visitors who converted directly through the campaign. This suggests the dealership reached a broader Spanish-speaking audience and strengthened engagement across the website.



Key Insight: The increase in Spanish-language website traffic suggests the campaign expanded awareness and engagement beyond immediate lead generation.

Example 2 - Demand Gen Spanish Traffic

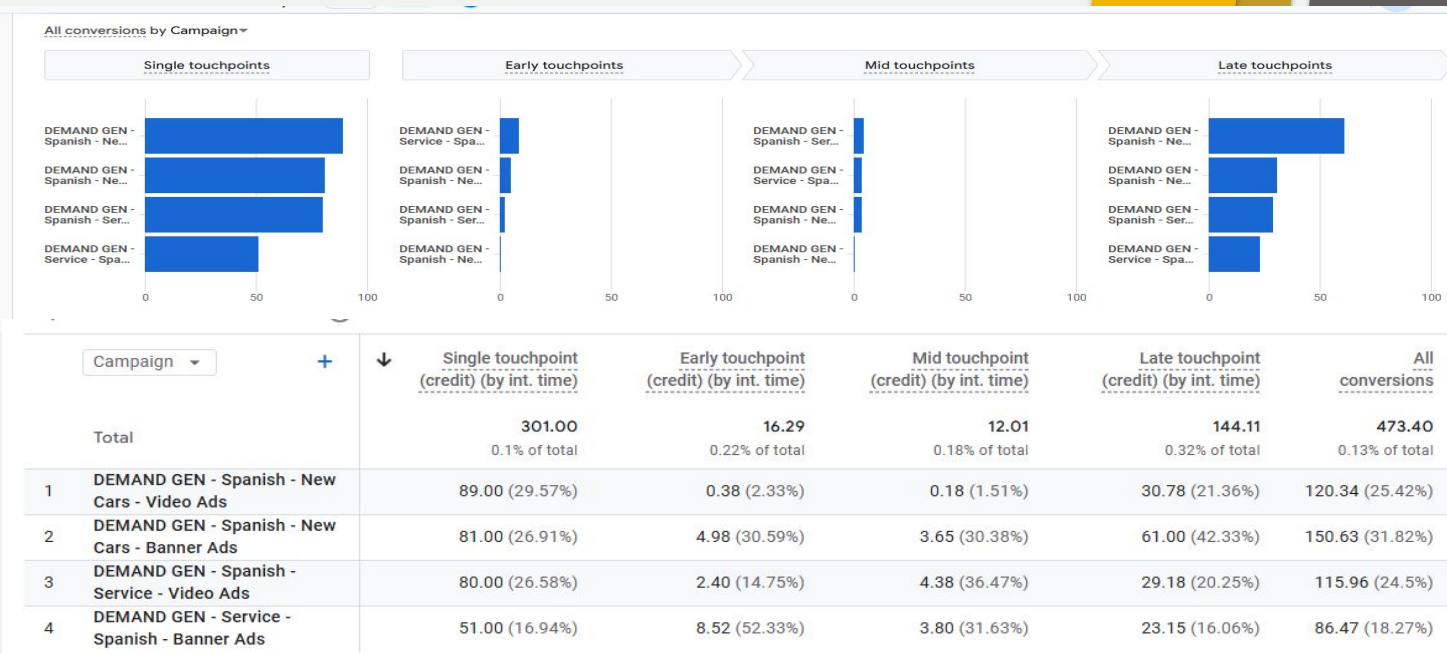
This report isolates website traffic generated directly by the Spanish-language Demand Gen campaign from all other Spanish-language traffic sources. By separating campaign traffic from overall website activity, it provides a clearer view of the campaign's direct contribution to site visits and engagement.



Key Insight: The results demonstrate that the Spanish-language Demand Gen campaign generated its own traffic and engagement rather than relying solely on existing Spanish-language website traffic.

Example 2 - Customer Journey Touchpoints

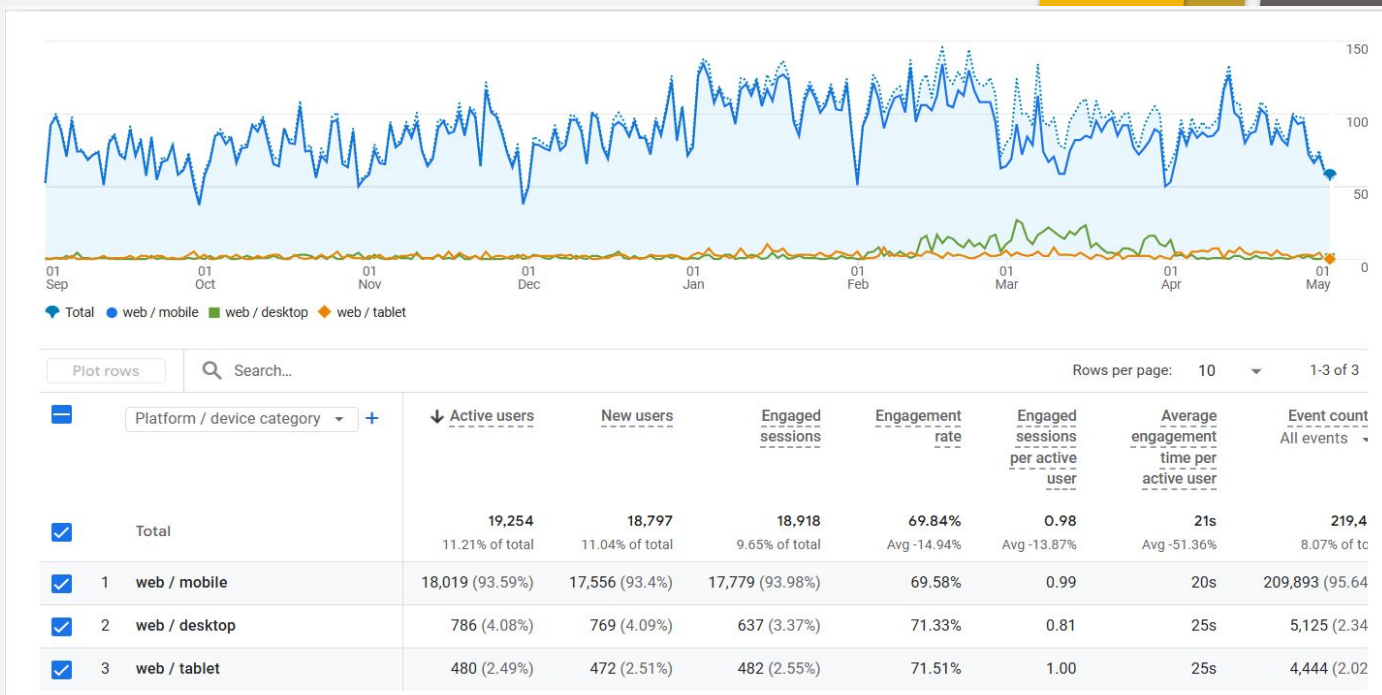
This report illustrates where the Spanish-language Demand Gen campaign appeared throughout the customer journey before other actions were completed. It highlights how the campaign contributed to awareness, re-engagement, and later conversions, even when it was not the final touchpoint.



Key insight: The Spanish-language Demand Gen campaign supported customers throughout the buying journey, demonstrating value beyond last-click conversions.

Example 2 - Mobile vs. Desktop Traffic

More than 90% of Spanish-speaking users engaged with the website from mobile devices. This highlights the importance of a mobile-first experience, including intuitive navigation, clear calls to action, and streamlined forms. A successful Spanish-language campaign depends not only on the ad itself but also on a website experience that supports mobile users.



Example 2 - Connecting Spanish Demand Gen To Sales

In this one-month report, Spanish-language Demand Gen campaigns influenced 30 of the dealership's 49 vehicle sales. Although the report reflects an earlier stage of the campaign, it demonstrates that the campaigns contributed beyond website traffic, leads, and site engagement.

Total Deals	AI-Influenced	Non-AI Deals	ChatGPT Deals	Perplexity Deals	Both AI Platforms
49	12	37	9	4	1
March 2026	24.5%	75.5%	18.4%	8.2%	2.0%

PMax Deals	Standard PPC Deals	Demand Gen Deals	Facebook Deals	CTV Deals	3P Marketplace Deals
25	38	30	24	15	33
51.0%	77.6%	61.2%	49.0%	30.6%	67.3%

Example 2 - Key Takeaways

What stood out

- Spanish language Demand Gen campaigns can generate measurable results throughout the customer journey, not just at the point of conversion.
- The campaign contributed to website engagement, assisted conversions, mobile engagement, and vehicle sales influence.
- In one sales attribution view, Spanish Demand Gen influenced 30 of 49 vehicle sales.
- The strongest results came from pairing Spanish-language advertising with dedicated landing pages, clear calls to action, and a mobile optimized website experience.

Thank You

Aronson can help dealerships reach Spanish-speaking audiences with stronger creative, clearer calls to action, better landing pages, and more intentional campaign structure.

Next step: Identify the in-market Spanish-speaking opportunity, build the right campaign setup, and measure the impact across the full customer journey.

