



CREDIT TARGETING



309

COMPLETED FINANCE
APPLICATIONS



\$46

PER APPLICATION

UNDER



\$15,000

SPENT

Challenge

A Texas auto dealer needed a way to connect with credit-challenged shoppers—an audience that's often overlooked by traditional ad vendors. Most agencies don't have access to verified sub-prime and near-prime data, and few dealers are running "we'll get you financed" style campaigns. The challenge was to reach this high-value segment with authenticity and drive applications without wasting budget on unqualified leads.

Solution

Dealer OMG launched a targeted social campaign using our exclusive audience tool to reach verified sub-prime and near-prime buyers. Instead of generic creative, we produced custom video ads featuring real dealership staff speaking directly to customers about credit challenges and financing options. This personal, trust-building approach cut through the noise, engaged the right audience, and delivered completed finance applications at industry-leading costs.