

CASE STUDY

Driving Foot Traffic for Tires to You

How Q1Media impacted growth by 116% and increased sales to \$500K/week.

Campaign Quick Facts

8.1M

Impressions
Delivered

3.8K

Total Visits

3.2K

Visitors

880

Sales Conversion
Per Week



Here's What Our Client Has to Say

When we started working with Q1Media, we started having record weeks in terms of sales. We've consistently had record months since then and can attribute most of the year-to-year growth to Q1Media's hard work on the SEM and Mobile Device ID campaign.



About the Client

Tires To You is a Texas-based authorized tire dealer and repair shop. They are currently one of the fastest-growing businesses in Texas.

The Campaign

Generate inbound interest in the form of phone calls and foot traffic to each of Tires To You's store locations to increase sales for both new & used tires.



Sample Creative

Strategy

Prioritizing the client's goals, Q1Media designed a Mobile Device ID display and SEM campaign. Targeting was primarily focused on mobile devices that visited competing tire stores or select used car dealerships in the past six months. The Austin, San Antonio, and Waco/Temple DMAs were targeted based on the client's sales goals.

For ad content, both Display and SEM creative focused on the client's cost-effective service, available financing, and menu of services. Five sets of Display ads were created, each designed with a brief, easy-to-read headline, simple tire-related visuals, and a clear call to action to drive engagement.

Results + Success

Over 30 weeks, Tires To You generated an average of **880 conversions per week**. Since partnering with Q1Media, the client's yearly sales have increased **from \$6M to \$13M**. Based on the performance to date, they've increased their investment in SEM and Mobile Device ID and are seeing **consecutive months of record-breaking sales** since the ad campaign's launch.

Tires To You continues to ramp up its media spending and is leaning on Q1Media's guidance to grow its business. The company is currently forecasting over **\$20M** in sales for next year.