



Case Study: Vaughan's Outdoor Power Equipment



Co-op Advertising Campaign For Power Equipment Dealer

► CLIENT

- Vaughan's Outdoor Power is the Cub Cadet Dealer you can turn to, serving the Richmond, VA area and surrounding counties.
- Through a partnership with our good friends at Wabash & Lake, we worked with Vaughan's to create a revamped co-op advertising program, that could beat their previous corporate provider's.
- We launched a full-scale programmatic approach, serving ads across Display, YouTube, Mobile Conquesting, and more. Promoting Vaughan's Cub Cadet mowers to their target audience across Central VA.

► KEY RESULTS:

- 750,000+ Impressions served across advertising channels, in 4 month spring campaign push.
- Promotion through YouTube video, Meta Ads, Programmatic Display, and Mobile Conquesting. Anywhere their target audience was using the internet, Vaughan's was there too.
- 65% increase in visitor time spent on site compared to 2024 campaign.
- \$5,500 savings in advertising spend compared to previous years' results, with 33% lower costs in overall CPM.