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## **SEA Strategy: How to maximize qualified Lead acquisition in the Used Car Market?**

In my previous insight from November 2025, we discussed the importance of SEO for building sustainable brand visibility and generating qualified traffic over the long term. However, in a rapidly transforming automotive market (electric, digital, mobility), capturing customer attention at the right time is vital. Relying solely on organic search engine optimization may prove insufficient if you want to quickly increase market share or boost business in the short term. This is why SEA (Search Engine Advertising) is emerging as a relevant complementary lever for generating targeted traffic immediately.

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## SEA as a performance lever for the used car market

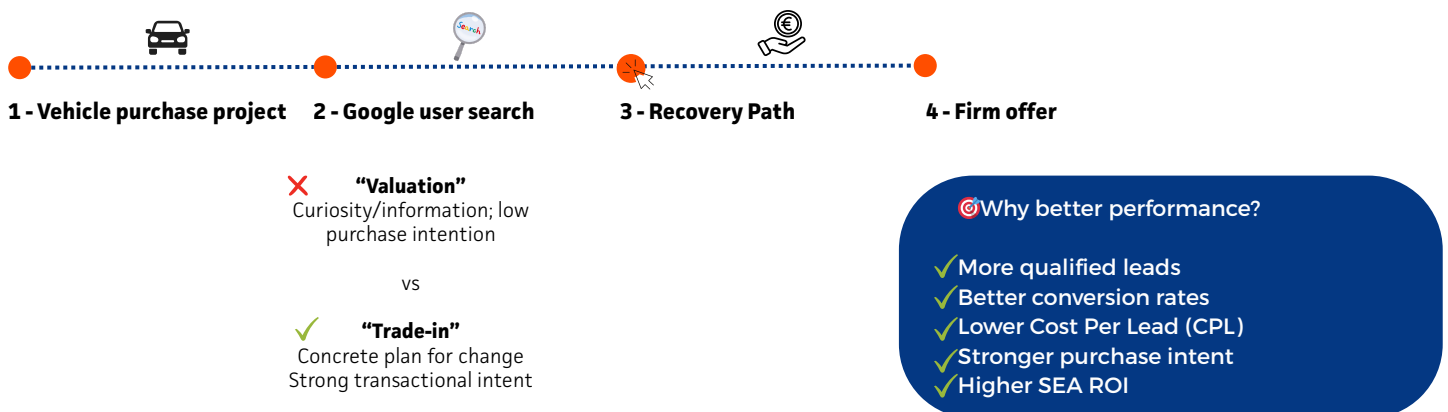
Search Engine Advertising (SEA) relies on displaying sponsored links at the top of search engine results to capture highly qualified user intent. The performance of an SEA strategy depends primarily on a thorough analysis of the search queries used in the market and the level of competition associated with each keyword. This research phase helps identify the most promising segments and cost-effective lead generation opportunities, particularly in markets that are still relatively unsaturated.

But beyond mastering Google Ads tools, the ability to understand user behavior and expectations is a key performance factor. This is precisely where autobiz makes the difference thanks to its dual business and digital expertise.

### autobiz's advantage: the synergy between Google Ads expertise and industry knowledge

While technical proficiency with Google Ads tools is essential, genuine industry expertise provides a major strategic advantage. At autobiz, our teams combine **certified campaign management skills** with in-depth **knowledge of the automotive industry**, and especially the **trade-in** market. Understanding the journey of a user looking to trade in their vehicle allows us to design coherent campaign structures, **select the most relevant keywords**, and write ads tailored to the actual needs of potential customers, thus maximizing conversion rates.

For example, keywords related to valuation are generally less qualified than those associated with trade-in, as they reflect a less advanced intention in the sales or renewal process of the vehicle.



## The strategic importance of rigorous and comprehensive tracking

Before launching any campaign, it is crucial to ensure that all leads generated by the system are correctly and comprehensively tracked. Today, the effectiveness of Google Ads campaigns relies heavily on automated bidding algorithms. As a company specializing in automotive Big Data, autobiz has all the resources and technical expertise to configure cutting-edge tracking. All our leads are recorded in our database, and we also retrieve the **"GCLID" (Google Click Identifier)** variable contained in the URL. This **value allows us to identify the campaign and other click attributes associated with the ad**, for ad tracking and campaign attribution. This infrastructure guarantees the complete tracking of every conversion, providing the algorithm with the reliable data it needs to optimize itself.

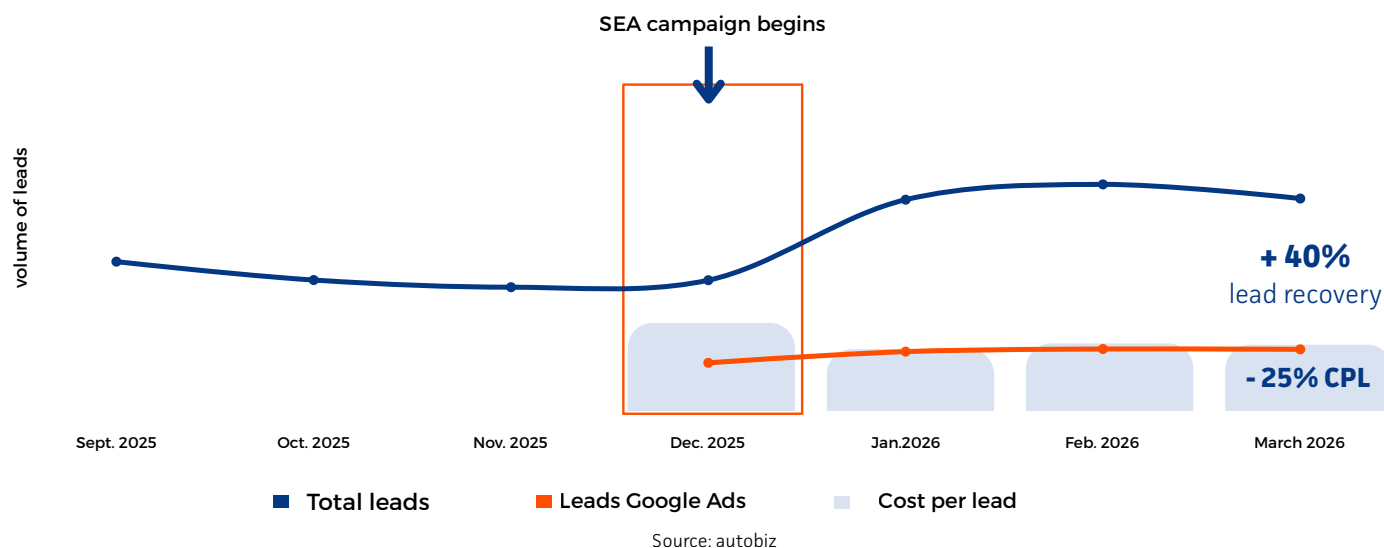
### The direct impact of tracking on campaign profitability

Without comprehensive lead generation, Google's algorithm operates blindly. It then becomes impossible to accurately identify the keywords that generate the best Return On Investment (ROI), which negatively impacts the overall profitability of campaigns. Conversely, **effective tracking allows Google's artificial intelligence to adjust bids in real time**, eliminate unprofitable queries, and **focus the budget on the most cost-effective opportunities**, resulting in a direct decrease in Cost Per Lead (CPL).

## Launch of campaigns and rapid increase in lead volumes

To illustrate this logic concretely, we have been managing a client's Google Ads campaigns in the French market for their trade-in business since 2023. Following the positive results achieved, we deployed a new user journey in the Spanish market to generate leads with purchase intent for dealerships. To increase the volume of qualified leads in the short term, we also launched Google Ads campaigns using the strategy described above.

### Monthly performance of our campaign in Spain



Between December and March, the system proved its effectiveness by increasing the volume of leads received with purchase intent for this client by approximately **+40% compared to the previous year**. The campaigns have become crucial for the client, representing about 15% of the total volume of qualified leads acquired for this client.

### Cost optimization and gradual reduction of Cost Per Lead (CPL)

Beyond the increase in volume, daily management has enabled optimized budget efficiency. Thanks to the quality of the tracking data transmitted to Google, **the Cost Per Lead (CPL) has seen a gradual and continuous decrease as optimizations have been implemented, falling by 25% between December and March.**

### Conclusion

In conclusion, SEA stands out as a powerful lever for quickly generating qualified leads at a controlled cost, provided that it relies on a relevant keyword strategy and effective tracking.

Even though campaign optimization can improve lead quality, it is also necessary to make changes to the funnel (e.g., reassurance message, UX, etc.) to strengthen lead qualification.



Learn more



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