

Case Study for Auto Dealership

Company Profile

Our client is a regional auto dealer with 3 dealership locations that sell nearly 1,000 new and pre-owned vehicles each month.

Project Overview

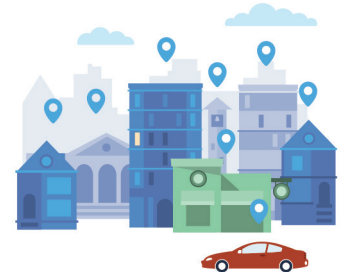
While working with the dealership, two large “buckets” of customers presented as a great opportunity to target for a Buy Back or Conquest Sales campaign.

- 1) Approximately 40% of the customers that purchase service but did not purchase a vehicle at the dealership.
- 2) Over 9,000 customers that have previously purchased a vehicle at the dealership.

Solution

After completing the discovery process with the client, DPS identified approximately 6,000 high value prospects from among the candidates. DPS launched a targeted campaign of push advertising to customers home PCs.

Through our online display campaign, the client was assured that their advertising efforts would reach “real” people instead of fraudulent bots and crawlers, which account for 75% of normal online traffic.



Measurable Client Results

The results according to the customer were “stellar”. Based on UTM/Google reporting, the campaign resulted in:

- **558 clicks to the site**
- **530 new sessions**
- **138% increase in average time on site**

Over \$500K in additional revenue was produced, including \$182K from customers who had not visited the dealership in the last 9 months.

To learn more about how DPS can improve your results, while lowering cost contact us at: [\(800\) 998-2910](tel:8009982910) or dpssales@dpscrm.com

	Total	Revenue	Profit
Sales	15	\$477,378.18	\$33,340.26
Service	167	\$57,114.62	\$28,137.31
		\$534,492.80	\$61,477.57

Over 9 Months since last Transaction			
	Total	Revenue	Profit
Sales	5	\$175,178.17	\$12,939.30
Service	27	\$7,168.54	\$4,216.73
		\$ 182,346.71	\$ 17,156.03