



ASHEBORO CDJR

OVERVIEW

Asheboro CDJR of Asheboro, North Carolina is clustered among other larger, urban markets: Winston-Salem, High Point, and Greensboro North Carolina. Each of these cities create ample competition for this family owned and operated store. The inventory is a driving factor for success for Asheboro CDJR, as this area demands higher truck and SUV inventory to meet the needs of shoppers.

RESULTS

SINCE PARTNERSHIP BEGAN

107% Increase in Organic Traffic Growth **287%** Increase in Overall Lead Growth **296%** Increase in Form Submission Growth **158%** Increase in Mobile Call Growth

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OVERVIEW

In southern Pennsylvania sits the town of York, where Stetler CDJR helps shoppers have the best buying experience possible. As part of the Jake Giambalvo Family of Dealerships, digital success with positive ROI was always a focal point to this dealership. Benchmarking where performance was prior to the Stetler x Reunion relationship, has proved the efficiencies of Reunion strategies and the early success they can bring once adopted by a team that craves a collaborative partnership.

RESULTS

AFTER 90 DAYS OF PARTNERSHIP

70% Increase in Mobile Call Growth **2-3%** Average Facebook Ad Click-Thru-Rates **21%** Increase in Backyard Organic Traffic

CONCLUSION

The results of the two diverse CDJR dealers above reflect the longstanding trust and the two-way collaboration between a dealership and a digital partner. All services were implemented with vetted best practices to deliver the highest quality website traffic that ultimately result in higher-quality leads.

STRATEGIC APPROACH

SEO

- Migrated site to a new website provider with better performing conversion metrics
- Built new, relevant content based on high-volume keywords for the top areas for growth
- Scheduled roll-out of content to best increase traffic and conversions
- Monthly dealership visits to discuss inventory-based strategies

STRATEGIC APPROACH

SEO

- Mobile website optimization for increasing phone calls: A mobile call header was added to the Douglas website propelling the average number of phone calls in a month to increase from an average of 120 to 300 calls per month.
- Technical SEO optimization including meta data auditing and updating to increase the website authority within a large PMA with many competitors

SEM

- Aggressive low-funnel bidding in the dealership's backyard and into surrounding territories to claim market share from the competition.
- Google Ad bidding optimizations: Re-designed setup focused on finding users who are the most likely to convert, decreasing the SEM cost per lead and increasing mobile calls and form submissions.

Social Media Advertising

- Deliver inventory-based ads, built around custom audiences, built out with various components like pricing-included, and not included.
- Dynamically retargeting ads to encourage users to return to the website and browse vehicles that were perhaps missed in their prior shopping experience.