

Marketing Agency Helps Car Dealers Generate 1,935 New Leads

The Results

1,935 TOTAL LEADS ACROSS 4 DEALERSHIPS

490

Total Leads

180 Trade-In Evaluator Leads

109 Scheduled Test Drives

201 Claimed Offers

476

Total Leads

206 Trade-In Evaluator Leads

92 Scheduled Test Drives

178 Claimed Offers

656

Total Leads

180 Trade-In Evaluator Leads

109 Scheduled Test Drives

201 Claimed Offers

313

Total Leads

138 Trade-In Evaluator Leads

62 Scheduled Test Drives

113 Claimed Offers

The Situation

At the start of 2020, a regional marketing agency sought a sustainable way to increase and track online conversions for a client with four Hertz dealerships across the Pacific Northwest. This became an even greater challenge a few months later when reductions in daily commutes and a nationwide quarantine led to a drop in foot-traffic at car dealerships.

The Solution

The agency leveraged lead generation modules in The Conversion Cloud® to convert car shoppers online when dealerships were struggling to increase foot traffic.

Lead capture tools like Best Price Now, Schedule Genie™, and Concession Manager™ enabled the agency to increase online lead generation from their existing advertising campaigns and helped the agency retain its portfolio of clients during a tough time.

A year later, the strategy has continued to generate results for the dealerships and helped the agency prove the value of its marketing efforts.





The Strategy

Leveraged a Trade-In-Evaluator to Collect Lead Information

The agency launched Best Price Now, a trade-in evaluation module that captured prospect information on the Hertz dealership websites while revealing the trade-in value of a vehicle. The values were based on J.D. Powers valuations combined with the dealerships' custom trade-in pricing.

Scheduled Test Drives

The agency used the Schedule Genie module to enable website visitors to schedule test drives with the dealerships. This allowed website visitors to schedule appointments with the dealerships after hours and gave the dealerships line of sight into the ad campaigns generating in person test drives.

Captured Leads When Promoting Specials

The agency launched Concession Manager to promote specials and capture leads across dealership sites. Concession manager made it easy to customize and change out offers across the dealer websites as specials changed throughout the year.

Attribution Reporting Tools Proved Campaign Impact on Lead

The agency used Clarity to prove the impact their ad campaigns had on generating new leads. Through the Clarity Attribution Reporting module, the agency was able to identify the top three first touch sources that generated online leads: Organic Search (21-26%), PPC Campaigns (22-23%), and Google My Business (11-16%).

* Results based on usage between 1/2020 - 4/2021



Direct Business Inquiries
(866) 297-4914
info@clxmedia.com

For Partner Inquiries
(888) 695-1385
info@tcctools.com