



el toro

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, El Toro identified approximately 6,000 high value prospects from among the candidates. El Toro 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.

	Total	Revenue	Profit	Ave. Days
Sales	15	\$477,378.18	\$33,340.26	415
Service	167	\$57,114.62	\$28,137.31	166
		\$534,492.80	\$61,477.57	

Over 9 Months since last Transaction				
	Total	Revenue	Profit	Ave. Days
Sales	5	\$175,178.17	\$12,939.30	1176
Service	27	\$7,168.54	\$4,216.73	656
		\$ 182,346.71	\$ 17,156.03	

To learn more about how El Toro can improve your results, while lowering cost please contact us at Info@eltoro.com