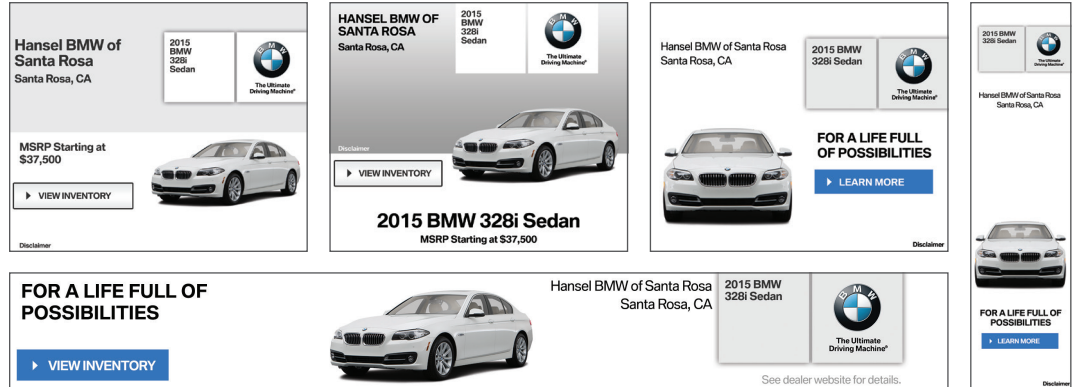


Summer Success at Hansel BMW of Santa Rosa

How targeted display helped a dealership win 89% more VDPs and 43% more leads during its peak sales season.



Paid Search and Display Fuel Summer Strategy

Hansel BMW of Santa Rosa enrolled in the Dealer.com Summer Heat Advertising Event in the spring of 2014 with a goal of increasing website traffic and performance during the critical summer months.

Year-over-year data from Google and Dealer.com proves that automotive shopping activity – including vehicle search queries and overall dealership website traffic – consistently rises in May, peaks in July and August, and remains high through September. Partnering with Dealer.com strategists, the dealership’s marketing team increased its Paid Search investment to ensure search engine visibility, and added new display campaigns to target local BMW shoppers on research sites and across the web.

Optimal Reach and Results – and a 50% Credit

The advertising strategy allowed Hansel BMW of Santa Rosa to maximize its digital reach throughout the summer, while the Summer Heat Advertising Event promotion provided a 50% credit toward its display investment. Results included a dramatic lift in qualified traffic, VDP views, and leads, and a successful selling season for the dealership:

“Summer is a critical time of year” noted John R. Smith, Director of Marketing for the Hansel Auto Group. “Targeted display with Dealer.com helped make it successful for us. We had more reach, qualified traffic, and leads. We were thrilled with the results. And the 50% credit back made the investment a no-brainer.”

Gains from June to August

84%
More Visits

89%
More VDP Views

43%
More Leads

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