

Downey Hyundai



DEALER.COM ADVERTISING CASE STUDY

Moe Saab, GM of Downey Hyundai, a Southern California dealership, was looking for expert guidance—but not about how to navigate the challenges of a pandemic. In a very competitive market, Saab was looking for a way to dominate his local market, go toe-to-toe with two bigger area competitors, and grow his dealership. In the search for a competitive advantage, Saab found Mario Martinez, his Dealer.com Advertising Analyst.

After some discussions early this spring about the dealership's growth targets, Mario showed Saab a budget figure that far exceeded the dealership's current abilities. Saab appreciated Mario's bold approach, and saw the big numbers as a challenge—something to chip away at—that over time would lead Downey to the kind of growth it was looking for.

Over the past six months, with the unique combination of a personalized strategy, the trust of an advertising expert like Mario, and Cox Automotive's unrivaled data and insight, Downey's advertising portfolio has produced record sales and record growth for the dealership. The roadmap they've agreed upon is driving Downey Hyundai closer and closer to the goals that once seemed out of reach.

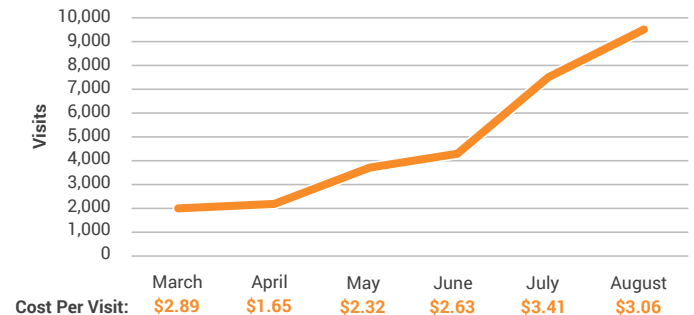
WITH INCREASED INVESTMENT, CONSISTENT COSTS AND DRAMATIC RESULTS

Downey's month-over-month spend increases have yielded higher traffic, VDP engagement and lead volume across all major advertising channels, all while costs have remained steady.

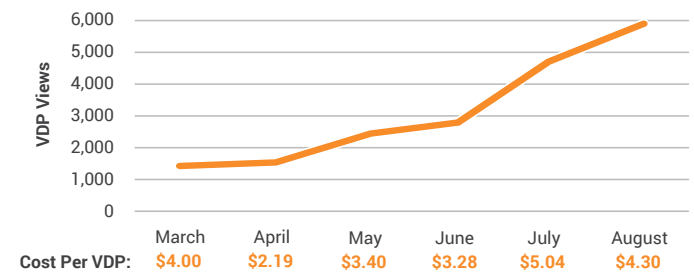
"Mario has done a phenomenal job—my entire team has. They are knowledgeable and know what needs to be done. I see nothing but great results."

—MOE SAAB — GSM, DOWNEY HYUNDAI

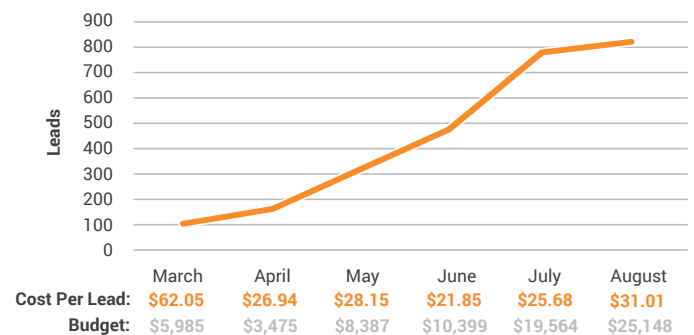
TRAFFIC GROWTH



VDP ENGAGEMENT GROWTH



LEAD GROWTH



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