

A MODERN SOLUTION FOR MODERN AUTOMOTIVE

How Dealer.com Managed Services have helped boost a dealer group's sales by 22%.

Integrated Campaigns for an Innovative Dealer

For more than 80 years, Modern Automotive's innovative spirit and commitment to customer service have made it one of North Carolina's strongest and most trusted dealership groups. In March 2014, the group turned to Dealer.com Managed Services to help align their digital strategy with aggressive sales targets.

Partnership Powers Results

With Managed Services delivering efficient and effective monthly campaigns, Modern Automotive saw website visits rise 12 percent and total leads increase 35 percent during the first year of partnership. Much of this can be attributed to the group's digital advertising strategy, with ad traffic alone producing 180 leads per month. These digital efforts have helped produce a 22 percent increase in year over-year sales, leading to a record-breaking March 2015 of 700 new car sales.



“In the car business there is always a sense of urgency.

If you are not first to deliver the message, then your competition might be, and you could lose sales. If I want to promote a sale or a specific vehicle, the great team at Dealer.com coordinates and activates all of the digital elements that have to come together for a successful campaign. From website to display advertising, even to social media—if people are seeing something about Modern, they are getting a consistent, timely, and relevant message.”

- Lewis Fowler, General Sales Manager, Modern Automotive