

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 in 2020 about the dealership's growth targets, Mario showed Saab a budget figure that far exceeded the dealership's abilities at that time. 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 next 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 led to record sales and record growth for the dealership.

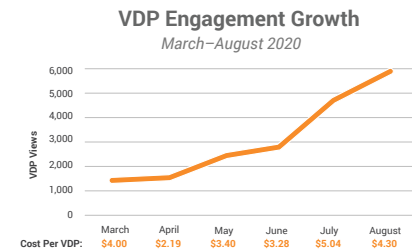
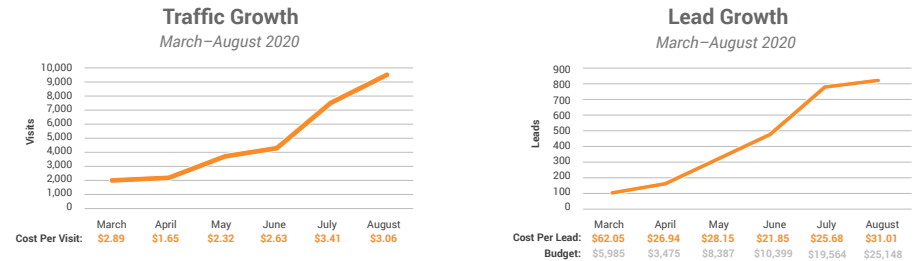
The roadmap they agreed upon drove the dealership closer and closer to the goals that were once out of reach.

"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

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.



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