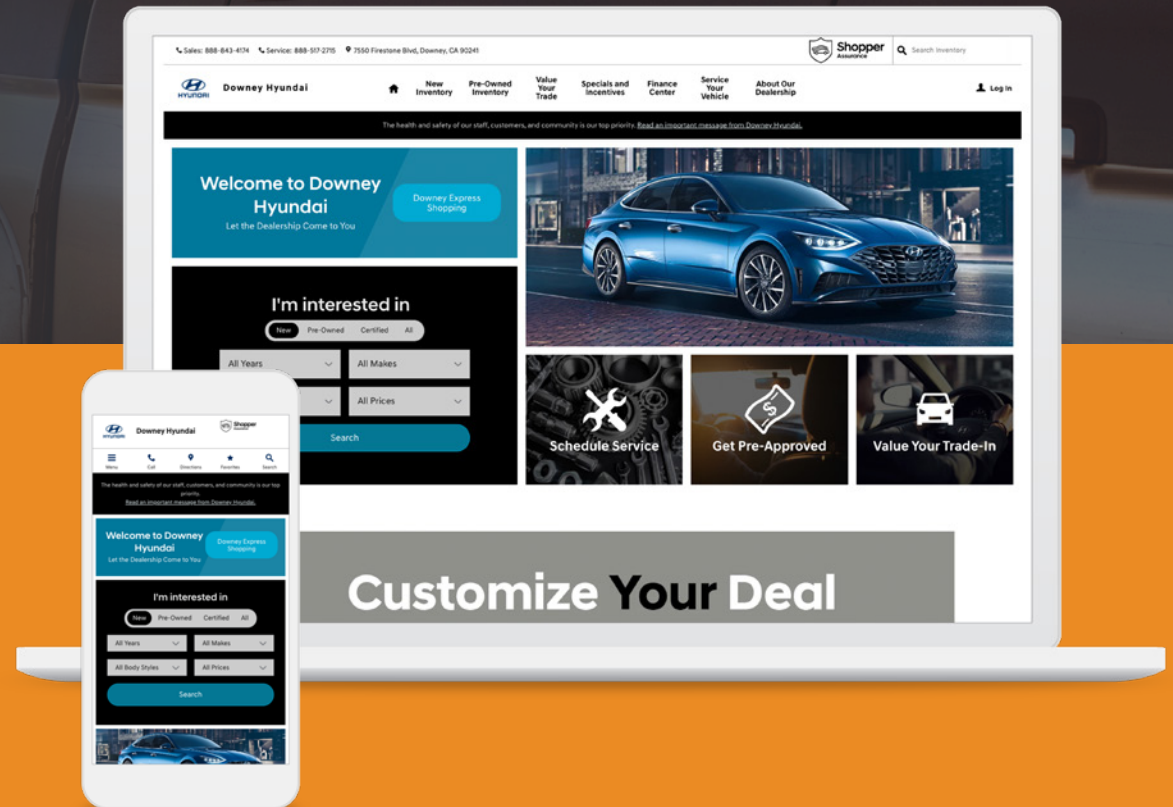


DEALER.COM

SPOTLIGHT ON DOWNEY HYUNDAI

THE Numbers DON'T LIE

Collaborative expertise puts
Southern California Hyundai dealer
on a path for growth.



As a small, family-owned dealership in the competitive Southern California market, Downey Hyundai has always had to think creatively to bring in new customers and keep pace with competitors, which include two larger Hyundai dealerships close by. And now, in spite of the widespread disruption our industry has faced, it's clear something truly different is happening at Downey Hyundai.

While many dealerships have struggled to adapt to a new sales environment, Downey has posted some of the most successful months in its history. It is considering plans to expand operations, increase store capacity, and hire new sales staff. Hyundai raised Downey's sales goals, yet the store still beat them. It all began with a decision to move away from a disjointed, multi-vendor marketing model, in favor of a more unified approach.

Determined to resolve its competitive challenges, Downey partnered with Dealer.com, adding Advertising, Premium SEO, Content and Creative, and Accelerate My Deal services, all to support their Dealer.com website.

The **COLLABORATIVE**, *all-in-one approach to* *digital marketing* **HAS PAID OFF.**

In the ensuing months, the dealership has seen increases in organic traffic, quality visits, conversions, conversion rate, and more. Downey's managers attribute the success to Dealer.com's team-centered approach, where cross-functional experts work together on the dealership's behalf, with a collaborative commitment to invest in the dealership's success first.

DOWNEY HYUNDAI SITE PERFORMANCE

Average Increases Since Full Dealer.com Adoption (as of December 2021)

- Visits: **Up 286%**
- Quality Visits: **Up 278%**
- Page Views: **Up 257%**
- VDP Views per Visit: **Up 357%**

Leads:
UP 216%

A TEAM OF EXPERTS

Downey's relationship with Dealer.com started as a friendly, consultative connection between General Sales Manager Moe Saab and his Dealer.com regional sales manager. As the two met regularly to discuss best practices and analyze performance metrics, the conversations kept coming back to the advantages of collaboration and the pitfalls of a disconnected digital marketing strategy.

Different digital marketing vendors present different measures of success and key performance indicators with little coordinated insight, so Downey made the decision to give the unified approach a try and move most digital marketing services over to Dealer.com. By working closely with their Dealer.com Performance Manager and receiving assurances that the entire team could back up their promises with action and results, Downey trusted Dealer.com to deliver.

"I don't walk into a restaurant and tell the chef how to cook. As long as the chef feeds me something I really like, I'm going to keep coming back. My Dealer.com Performance Manager is like the head chef — he has all these other chefs around him, all working for me. This is the way it should be."

MOE SAAB, DOWNEY HYUNDAI

A TRUE PARTNERSHIP

Since implementation, the Downey Hyundai and Dealer.com teams meet regularly to discuss the dealership's digital marketing strategy and ensure everything from SEO and keywords to advertising and creative are aligned and optimized and meeting Downey's goals. Moe is on a first-name basis with the entire Dealer.com team, including his creative director, advertising analyst, and SEO expert.

The story of Downey and Dealer.com is proof that this collaborative formula is key to the dealership's success. "It's all about the end result, about who can benefit you the most, and who can bring the most to the table," said Moe. "With Cox Automotive and Dealer.com, and with all the changes [they've] made recently, it would be ridiculous to do otherwise. The numbers don't lie."

A PARTNERSHIP ROOTED IN RESULTS

	Increase 6 Months After Full Dealer.com Adoption	YOY Increase First Year vs. Second Year Full Dealer.com Adoption
Leads	121%	38%
Visits	53%	128%
Quality Visits	64%	110%

INVESTING IN THE DEALERSHIP

Moe understands that moving these digital marketing services over to Dealer.com is an investment in the dealership itself. Although the decision involved a significant amount of trust in the Dealer.com team, the investment has paid off.

Downey's data prove that a team-based, consolidated approach to digital marketing has a multiplicative impact on a dealership's bottom line. With an SEO expert working alongside an advertising expert, next to a professional designer focused on creative, and another expert working to ensure that the online deal process is firing on all cylinders, all quarterbacked by a single point of contact and dealership liaison, Downey has seen firsthand the positive impact of working together as a team toward common dealership goals.

MONTHLY TEAM STRATEGY CALLS

During their team calls each month, each subject-matter expert has their opportunity to report updates, listen to the dealership's challenges, and talk about what's working and what could be tweaked. With a team of digital marketing experts working together, coordinating their efforts to solve problems and accomplish objectives, Downey has seen verifiable business improvements and positive statistical trends in nearly every measurable key performance indicator.

Specifically, Downey has experienced a significant increase in visits as well as quality visits. The improvements began in the six months following full Dealer.com adoption, and the growth has continued through the dealership's second year with coordinated Dealer.com services.

"WE DON'T WANT TO BE BASIC"

When contemplating whether the move from the entry-level, basic website solution offered by Dealer.com through his OEM program to the premium, multi-faceted offering was worth the investment, Moe doesn't hesitate to offer his opinion.

"We don't want to be basic," Moe said. "We want to stand out in front of everyone, especially in this competitive market; we don't want to miss out on anything. With what we've done with creative, with the website, etc., we have invested in our dealership and it has made such a change. Some people try and hold back, 'Do I spend \$1K, 2K or 3K?' I say, 'Would you prefer to invest 1K to make 5K, or 3K to make 20?' Every day I'd rather spend the 3 and make 20."

"The Dealer.com team is so on top of their game. All of them being able to communicate and collaborate, it really has made the difference."

MOE SAAB, DOWNEY HYUNDAI

ABOUT DEALER.COM

Backed by unmatched expertise and unrivaled consumer behavior data, Dealer.com is the premier digital marketing solution and partner for the automotive industry. Providing an integrated platform of Performance Websites, Digital Advertising, and Accelerate My Deal guided website experiences, Dealer.com helps dealerships and OEMs maximize their marketing. By leveraging advanced digital technology, data, and insights, Dealer.com enables dealerships to deliver the shortest, fastest, and most personalized path to customer engagement.



Dealer.com is part of a powerful set of solutions from Cox Automotive that help marketing, sales, service, and operations workflows stay in sync.

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