

SPOTLIGHT ON MCGOVERN AUTOMOTIVE GROUP

DRIVING *Quality Leads* AND DEALERSHIP *Growth*

McGovern Automotive Group is the largest dealership group serving Boston and Long Island and the leading dealer seller at Manheim New England. The group has grown steadily despite industry-wide inventory shortages and credits its success in large part to Dealer.com. Each dealership website was built with the solution's insights to perform and drive results.

EXCEPTIONAL GROWTH

Originally, owner Matt McGovern handled all of the group's marketing, along with his many other responsibilities. When Chris Benvie joined as director of marketing, the auto group was made up of nine dealerships. He saw an opportunity to optimize Dealer.com for growth, and within two years the group expanded to 22 rooftops.

Today, most stores in the group are retail car dealerships, one is a municipal/commercial division, and one is a body shop. The growth strategy has been successful because the auto group's medium size allows it to keep the staff of acquired dealerships and continue a strong presence in each dealership's community.

THE POWER OF PERFORMANCE MANAGEMENT

Soon after Chris joined McGovern Automotive Group, he and Dealer.com Performance Manager Jennifer Martel formed a close working relationship. Jennifer leveraged her experience and data-driven best practices to make strategic recommendations. Together, she and Chris spent six months revamping all the dealership websites, including the group website, for optimal conversion and SEO.

"Right away, I saw a huge change in the quality of traffic we were getting," Chris said. Now he adds Premium SEO to every new store the group acquires.

Chris and Jennifer initially met weekly to review reports, month-over-month quality visits, and SEO performance. They still meet regularly to discuss opportunities for improvement. As a result, even during periods of industry-wide success, McGovern Auto Group has performed 25–30% above the market.

"Once I aligned with Jennifer and we put a strong strategy in place, our business took off in terms of quality traffic and conversion," Chris said.

CAPTURING THE DIGITAL CUSTOMER

Another catalyst for growth at McGovern Auto Group was implementing Accelerate My Deal, the Dealer.com platform that gives customers the online shopping experience they want and streamlines the process for all parties.

Chris recognized that some consumers prefer digital transactions, so he convinced Matt to try Accelerate My Deal at a handful of their dealerships. Immediately, those locations saw a boost in digital retailing leads and conversions, so Chris

implemented the platform at all other dealerships and the ones they'd acquired since then, in accordance with OEM approval.

After the rollout, Chris helped his business development centers (BDCs) make a paradigm shift in their approach to handling digital retailing leads. Since the leads come in ready to sign, they don't need to be sold on cars, which is a real advantage.

"Our digital retailing leads close at a higher rate than our regular leads because they're ready to go," Chris said. "Our salespeople can get through the deal faster and easier and get on to the next customer."

He also likes that the Accelerate My Deal tools live on the Dealer.com vehicle display page so he doesn't have to open another screen to see digital retailing data.

ROBUST DEALER.COM REPORTING CAPABILITIES

Reporting was especially important when Chris joined McGovern Auto Group and implemented a strategy for growth, and it remains vital for continuous improvement. Dealer.com reports provide visibility into trends and the ability to identify which website features drive traffic and which don't. These insights allow Chris to verify growth and adjust marketing tactics for maximum performance. Even when inventory is low, he can check lead quality instead of quantity.

"It's obvious that the reporting capabilities provided by Dealer.com give me all the data and insights I need to make my dealership successful," Chris said. "It makes it easy to capture the customer."

A LOOK AHEAD

McGovern Auto Group has seen a significant increase in performance since optimizing Dealer.com. The group plans to grow even more in the future.

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**CHRIS BENVIE, DIRECTOR OF MARKETING,
MCGOVERN AUTOMOTIVE GROUP**

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.

SUCCESS BY THE NUMBERS

