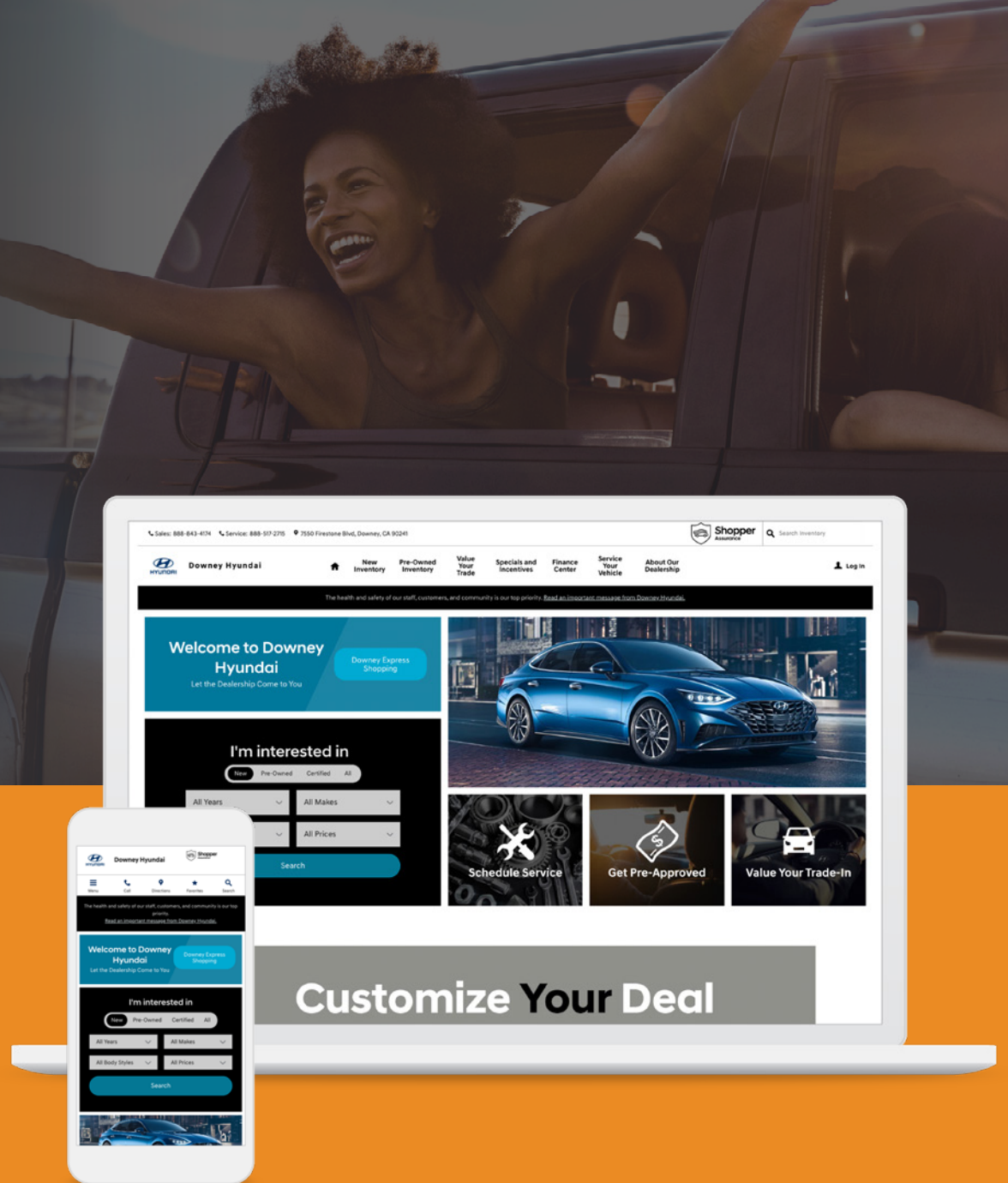


DEALER.COM

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 closeby. But this spring, even as a worldwide pandemic caused widespread disruption across our industry, something different was happening over at Downey Hyundai.

In April, May, June, and July of 2020, the dealership posted four of the most successful months in their history. As many dealerships have struggled to adapt to a new sales environment, Downey is considering plans to expand operations, increase store capacity, and hire new sales staff. Last month, Hyundai raised Downey's sales goals, yet the store still beat them. And it began with a decision to move away from a disjointed, multi-vendor service model, in favor of a more unified approach.

A few months prior to the pandemic, determined to resolve its competitive challenges, Downey partnered with Dealer.com to provide Advertising, Premium SEO, Content and Creative, and Digital Retailing 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 – April through July 2020

- Visits: **Up 29.2% YoY**
- Quality Visits: **Up 40.2% YoY**
- Page Views: **Up 44.3% YoY**
- VDP Views Per Visit: **Up 67%**
- Time on Site: **Up 21.9% YoY**
- Total Conversions: **Up 52.8%**



A TEAM OF EXPERTS

Downey’s relationship with Dealer.com started as a friendly, consultative connection between General Sales Manager Moe Saab and Dealer.com Regional Sales Manager Tedd Rossi. 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. Working closely with Dealer.com Performance Manager Stephen Frizzell, and with 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. Stephen [his 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 Julianne, his creative director, Mario, his advertising analyst, and Andrew, his SEO expert. He and Frizzell often exchange text messages to talk shop, exchange ideas, or share a quick laugh.

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.”

BEFORE AND AFTER: A PARTNERSHIP ROOTED IN RESULTS

	Multi-Vendor Approach	Collaborative Approach
Quality Visits Gap	40%	30%
Time On Site	2 mins.	4 mins.
Conversion Rate	7–9%	14–16%
Conversions/mo.	500–700 (AVERAGE)	1,228 (AVERAGE)

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 Rossi and the Dealer.com team, the investment has paid off.

The dealership now has four months of data (amid the difficulties of a devastating pandemic) to 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 first-hand 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.

Take SEO for example. Year-over-year organic metrics measured between April 2020 and July 2020 indicate that form leads from organic search are up 118%, page views per visit are up 22%, and vehicle detail page views from organic search are up 10%. Nearly every tracked organic metric has increased when compared year-over-year.

"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 more 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 data, Dealer.com is the premier digital marketing solution for the automotive industry. But our offerings go beyond technology and websites. In an increasingly complex digital landscape, your dealership can count on our teams of specialized digital marketing experts to help you achieve amazing results. [Learn more at dealer.com/a-team.](https://dealer.com/a-team)

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