



GM ADVERTISING WITH DEALER.COM

Bergey's Buick GMC

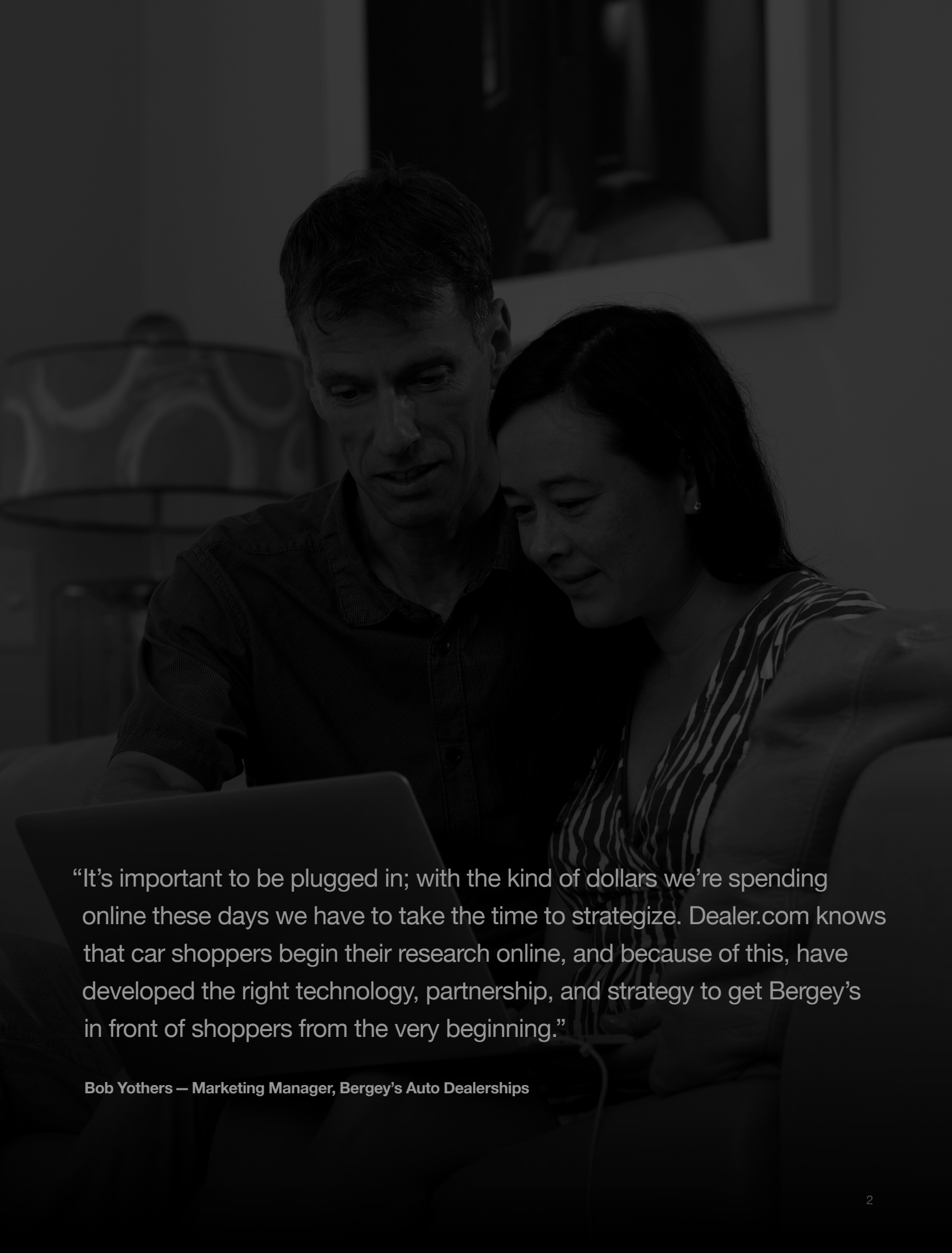
DEALER.COM

THE CHALLENGE

Bergey's Buick GMC, a dealership group consisting of six new car franchises, had been running advertising campaigns that were lacking full visibility and the level of partnership they needed for success. They were seeking a stronger relationship with an advertising vendor to elevate their digital advertising performance and provide:

- Transparency
- Partnership
- Strategic collaboration

Since a few of Bergey's stores were already working with Dealer.com and reporting great results, Dealer.com seemed an obvious choice when looking to move their Buick GMC store to a new digital advertising vendor. Bergey's goal then became to achieve the same level of transparency and strategic partnership that Dealer.com had been providing their other dealerships to this point.

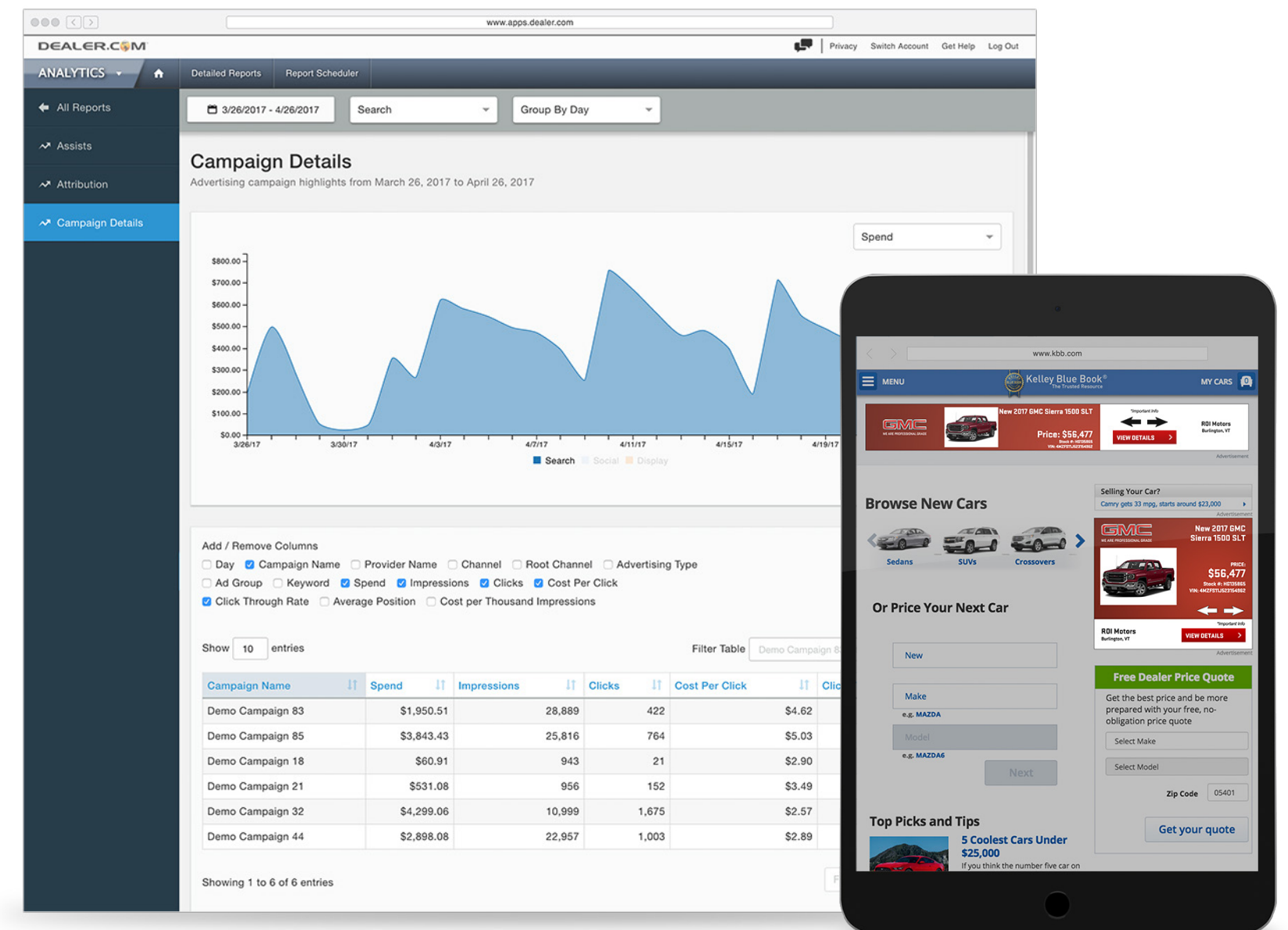
A man and a woman are looking at a laptop screen. The man is on the left, wearing a dark shirt, and the woman is on the right, wearing a striped shirt. They are both looking down at the laptop screen with focused expressions. The background is dark and out of focus, showing what appears to be a modern interior with some architectural details.

“It’s important to be plugged in; with the kind of dollars we’re spending online these days we have to take the time to strategize. Dealer.com knows that car shoppers begin their research online, and because of this, have developed the right technology, partnership, and strategy to get Bergey’s in front of shoppers from the very beginning.”

Bob Yothers — Marketing Manager, Bergey’s Auto Dealerships

THE SOLUTION

Dealer.com worked with Bergey's Buick GMC dealerships to launch a new advertising campaign in early 2017. These campaigns were set up with care to ensure that Bergey's didn't lose any advertising traction in their market. This successful transition was supported by Bergey's dedicated, knowledgeable GM Advertising Strategist. They quickly formed a solid partnership and scheduled consistent strategy calls to ensure that they always had a pulse on their digital advertising campaigns and were continuing to strengthen campaign performance.



“It was an easy process to switch over and transition from our previous vendor to Dealer.com. There was a lot of communication and our Advertising Strategist walked us through every step to make sure we were still on track. It was refreshing to feel taken care of and updated regularly.”

Bob Yothers — Marketing Manager, Bergey's Auto Dealerships



“We know where we stand every day.”

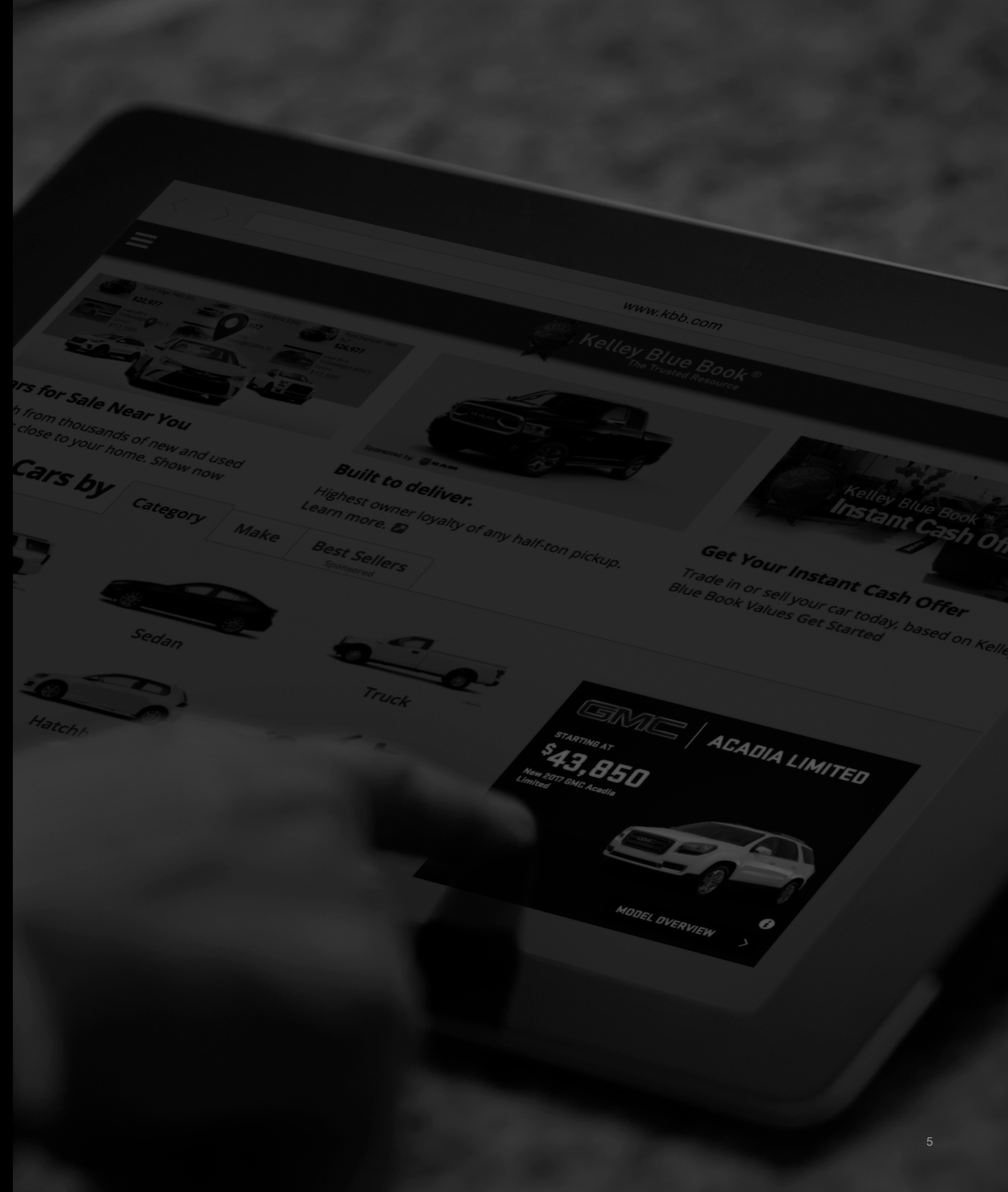
Dealer.com’s reporting is more transparent and that was one reason we decided to make the switch — and it’s made a huge difference. This is the digital advertising partnership we have wanted and needed.”

Bob Yothers—Marketing Manager, Bergey’s Auto Dealerships

THE FUTURE

Both Dealer.com and Bergey's Buick GMC are excited to keep the momentum going.

This collaborative partnership has allowed for better crafted ads, targeted to the most qualified, in-market shoppers — across all devices. This partnership has also given Bergey the ability to test out new strategies without disrupting current campaigns. Above all, these digital advertising campaigns are now more trackable and measurable than Bergey's traditional advertising. We're excited to see how performance will measure year-over-year now that there is a clearer path to more accurate benchmarking.





UNLIMIT YOUR REACH

Dealer.com Advertising makes it possible to influence consumer demand at every stage of today's digitally-driven shopping process. Integrated ad campaigns use advanced data-targeting capability to reach likely in-market buyers across demand generation channels like display and demand capture channels like paid search. It's an advertising solution that is innovative, efficient and effective. Dealer.com is proud to be a GM-approved iMR Turnkey Advertising Vendor.

LEARN MORE

Dealer.com | 888.894.8989 | 1 Howard Street, Burlington, VT 05401