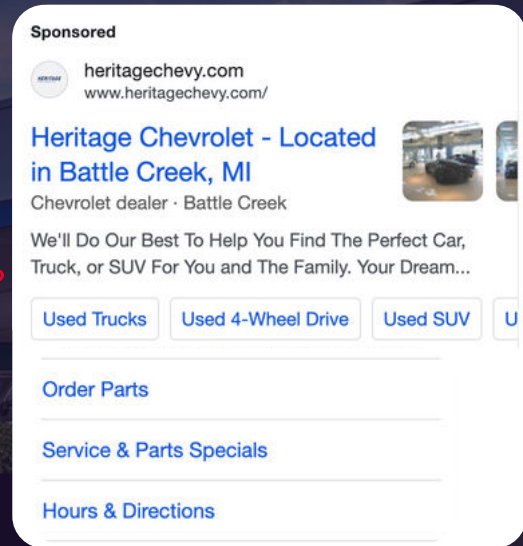


SEM CASE STUDY

Dealers United Best-In-Class SEM Delivers 33% Conversion Rate for Heritage Chevrolet



“Dealers United's search marketing brings our dealership serious buyers. We track all our online marketing carefully, and their campaigns have delivered consistent results that keep improving. We can trace many of our recent sales directly back to their work.”

—*Odie Rudd, New Car Sales Manager*



Search Engine Marketing (SEM)



Results from Google Ads (April - July 2024)



2,535

TOTAL LEADS



\$6.86

AVG.
COST PER LEAD



33%

AVG.
CONVERSION RATE



26%

INCREASE IN
CONVERSIONS





Ready to see more? Book a demo with us.

dealersunited.com/schedule



ROBERT SKINNER
Sales Manager

“We're happy. We're growing. We're selling cars. We're beating our objectives. Shattering our goals the last several months, leading the district in the Zone and Chevy sales percentage wise. While other dealers' numbers are low, ours are definitely way up.”

