



DAHL FORD
DAVENPORT
1937

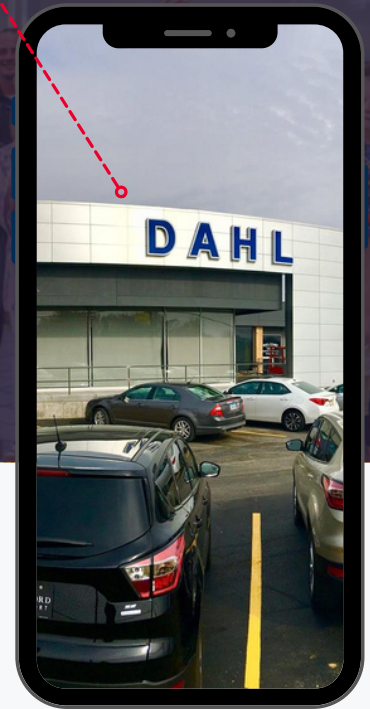
DEALERSHIP CASE STUDY

How Dahl Ford Used SEO + SEM + Social Ads To Lift Leads & Traffic In 90 Days



"We've been a partner of Dealers United for several years now, so when they came to us to be first on their new search solutions, we were ready to go. In 30 days, we saw a boost in traffic. In 90 days, it feels like our leads have tripled and our cost is way down. **I couldn't be happier.**"

— Dan Medberry, Director of Information & Technology



PART 1

Search Engine Optimization (SEO)



CHALLENGE

Dahl Ford struggled with getting results in SEO. They tried different vendors, all with little to no success in optimizing their organic search results ranking compared to their competition.



SOLUTION

With Dealers United's SEO solutions, Dahl Ford was able to **dominate their backyard** by optimizing keywords for their target locations, including: "cedar rapids," "quad cities," and "davenport."

SEO Results (90 days)

1,996

TOTAL KEYWORDS
ADDED OR IMPROVED

24%

INCREASE IN
ORGANIC TRAFFIC



Up **50 positions** for
"ford escape near me"

OF NEW & IMPROVED KEYWORDS IN Q4

🔍	"ford dealership davenport"	+218
🔍	"quad cities ford dealers"	+81
🔍	"dealerships cedar rapids"	+73

(From October 2023 — December 2023)



PART 2

Search Engine Marketing (SEM)



CHALLENGE

Dahl Ford Davenport had challenges with finding more leads from Google Search. Their goal was to cast a wider net to grow conversions while maintaining their efficiency goals.



SOLUTION

Dealers United implemented several targeting, creative, and automation improvements to deliver the most relevant ads at the most efficient cost per lead (CPL), including:

- Keyword optimization
- Dynamic bidding backed by AI
- Advanced audiences layering device, time, and previous shopping activity



Ford truck near me



Sponsored · Vehicles for sale

2023 Ford F150...	2023 Ford F150...	2023 Ford F150...	2023 Ford F150...	2023 Ford F150...
\$48,272	\$48,919	\$54,534	\$55,839	\$58,519
New	New	New	New	New
Dahl Ford	Dahl Ford	Dahl Ford	Dahl Ford	Dahl Ford
Davenport	Davenport	Davenport	Davenport	Davenport

Sponsored



Dahl Ford Dealership in Davenport, IA

<https://www.dahlford.com/>

Impressive Selection of Ford Cars & Personalized Car Buying Experience. Contact Us Today.

[All Used Vehicles](#)

[New Vehicles](#)

[Shop Trucks](#)



Call (563) 391-2600

SEM Results (90 days)

(From November 2023 — January 2024)

1,014

TOTAL LEADS

(Form Submissions and Phone Calls)

\$32.33

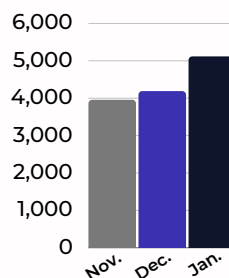
AVG. COST PER LEAD

8%

AVG. CONVERSION RATE

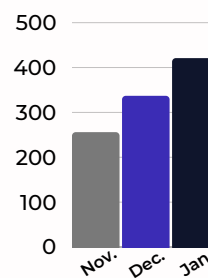
CLICKS

↑ 29%



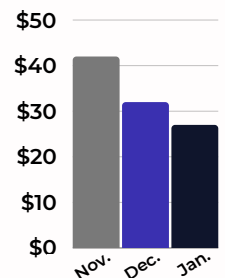
TOTAL LEADS

↑ 64%



COST PER LEAD

↓ 37%





PART 3

Social Media Advertising



CHALLENGE

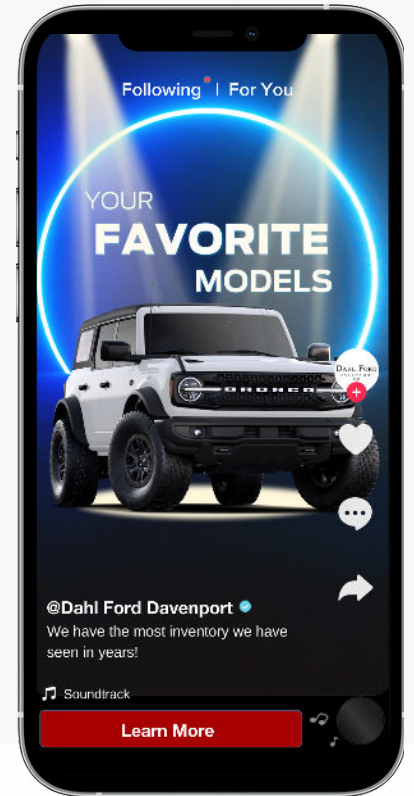
Dahl Ford wanted to differentiate their dealership from the competition through popular channels to offer their local market deals that they couldn't find anywhere else.



SOLUTION

Dealers United introduced two new campaigns, in addition to running general brand awareness and Automotive Inventory Ads:

- The **"Market Disruptor"** campaign aligned with their brand promise of lowest market prices.
- The **"Inventory Push"** campaign focused budget on specific models Dahl wanted to move faster.



Social Ad Results (Full Year 2023)



2,295

LEADS

\$26.57

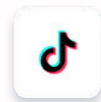
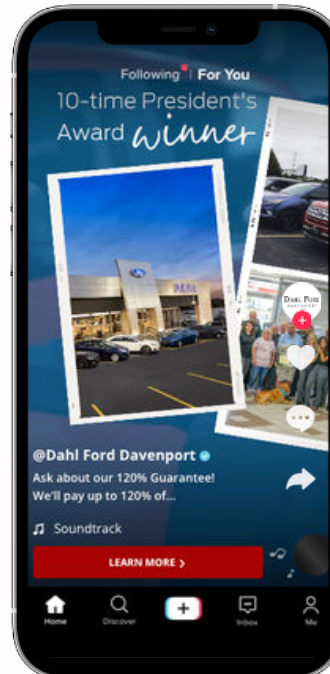
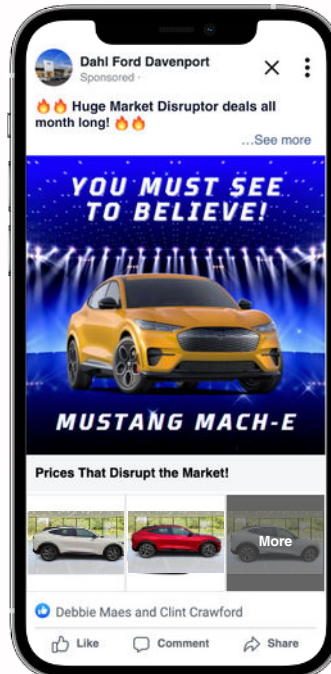
COST PER LEAD

384

MATCHED
UNIT SALES

\$158.78

COST PER
UNIT SOLD



12,990

CLICKS

\$0.92

COST
PER CLICK

30 SEC

AVG. WATCH
TIME/PERSON

2.1M

VIDEO VIEWS



Ready to see more? Book a demo with us.

dealersunited.com/schedule



JAY HEALEY
Healey Ford

"I highly recommend Dealers United. They took the time to understand our business goals and target audience, creating a customized strategy that enabled us to increase brand awareness, drive traffic to our website, and generate more leads. They are true partners in our business success."



JENNA POPP
Serra Ford Rochester Hills

"In the Automotive space, there are SO many vendors saying they can get you results. Dealers United actually can, and they become a close member of your team just as if they were at the store working with you in house! We have worked with them for both our Ford and Buick GMC stores now."

