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POWER FORD

# SEM CASE STUDY

## Power Ford Achieves 71% More Store Visits Through Strategic SEM Partnership With Dealers United



"The impact Dealers United has made on our paid search campaigns is remarkable. They've completely transformed our results - from phone calls and store visits to total leads. What really stands out is how they've optimized our cost per lead while increasing our volume. In our competitive market, having a partner who can deliver this level of ROI is invaluable. Team DU knows automotive search marketing inside and out."

— Matt Sneed, Director of Operations, Power Ford



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### Search Engine Marketing (SEM)



Results from July - September 2024  
90 Days Before & After Partnership



90%

INCREASE IN PHONE CALLS



59%

INCREASE IN TOTAL LEADS



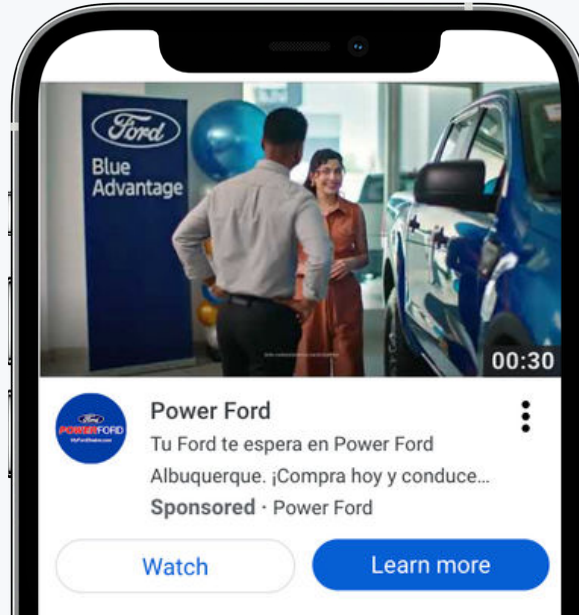
71%

INCREASE IN STORE VISITS



36%

INCREASE IN FORM SUBMISSIONS



4,210

TOTAL LEADS

\$11.84

COST PER LEAD

33%

LOWER CPL



# Ready to see more? Book a demo with us.

[dealersunited.com/schedule](https://dealersunited.com/schedule)



**MATT SNEED**  
DIRECTOR OF OPERATIONS, POWER  
FORD

"We've seen great growth in our digital presence. They've helped us rank in the top spots for our most valuable search terms across our local markets. What sets them apart is their deep understanding of dealership needs - they know exactly which strategies drive actual sales and how to build content that performs."

