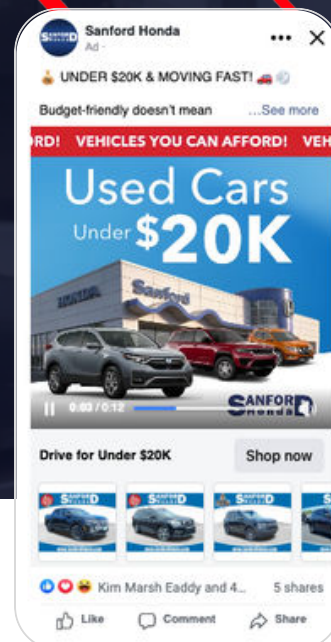


HOW SANFORD HONDA CUT DIGITAL SPEND & DROVE RECORD SALES.

SANFORD, NC • DEALERS UNITED PARTNER SINCE MAY 2026

From a 135 unit plateau to a record-setting 1st full month with Dealers United, Sanford Honda's goal of becoming a 185-unit store is closer than ever as they outpace national, zone, and district turn-rates.



	BEFORE DU		MAY 2026 (1 ST FULL MONTH)	
Total units (MONTHLY)	135	→	168	+24%
Used units (MONTHLY)	50-60	→	94	STORE RECORD +68%

+68%

USED CAR VOLUME

3 straight months of increased Used Car volume: 94 (May), 79 (June), 84 (July)

-85%

REDUCTION IN SEM BUDGET

Budget shifted up-funnel to TV & streaming to create more demand and cut costs downstream.

5,100

TOTAL LEADS @ \$5.55 CPL

May - July across Search & Social



Before, we were plateaued at 135 units, then Dealers United suggested a huge reduction in SEM, adding TV, and the channels all feeding each other, all being necessary. And it worked. It worked quick. In month 1, we saw a huge lift in traffic, and that quickly transitioned into store visits. In our 1st full month with Dealers United, we did 168 total units, 94 of them used. That was the biggest used-car month in the history of the store. Then we had our best June and July volume-wise, certainly pre-COVID. We've got the traffic and phone calls now. If we keep hitting our internal KPIs, we'll soon be at our goal of 185 - 200 cars a month."

— OLIVER COTTERELL, GENERAL MANAGER

BETTER SITE TRAFFIC & BETTER TURN RATES THAN **EVER BEFORE.**

Sanford Honda was paying to capture demand that already existed. We changed their strategy and moved budget upstream to **create** demand instead. Check out their website metrics from Before & After Dealers United, and their latest turn rate standings to see how they're crushing their goals.

SITE-WIDE HEALTH • BEFORE vs. AFTER DEALERS UNITED

+42%

+6.6K

TOTAL
WEBSITE USERS

+77%

KEY EVENTS
IN GA4

+73%

ASC SERVICE
APPT. EVENTS

1:49

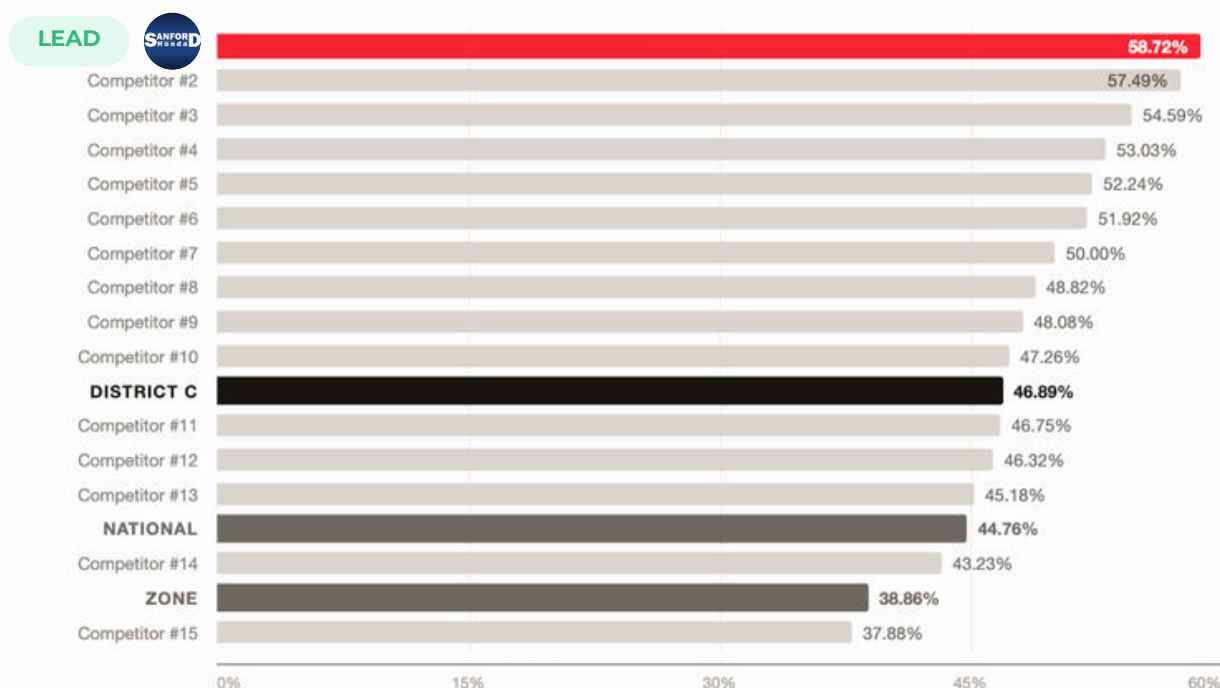
+72%

AVG. ENGAGEMENT TIME

vs. 0:53 competitor average

TURN RATE vs. COMPETITORS • JULY 2026

■ SANFORD HONDA ■ DISTRICT COMPETITORS ■ REGIONAL BENCHMARKS



Working with Dealers United, it still feels like we're dealing with a little small local company - pick up the phone, they're there; text, they're there. It's been seamless and comfortable, and I feel like we've been working together for the last 20 years. Plus, it's honest: in our monthly calls, the results match every other report we have. And 4 months in, we've never been asked for another dollar. Give Dealers United your goals. Tell them who you want to become as a store, and see what they come up with. For us, the strategy was night and day from what we'd been doing. And there was no question it gave us a huge lift."

— OLIVER COTTERELL, GENERAL MANAGER

AI GEO & SEM

Today, Sanford spends far less on paid search, points it only at buyers ready to act, and has geared their content for AI GEO so they show up first when someone asks AI which Honda dealer to trust.



AI GEO

Measured from May to July 2026



#1

AI GEO VISIBILITY RANK
Up from #4



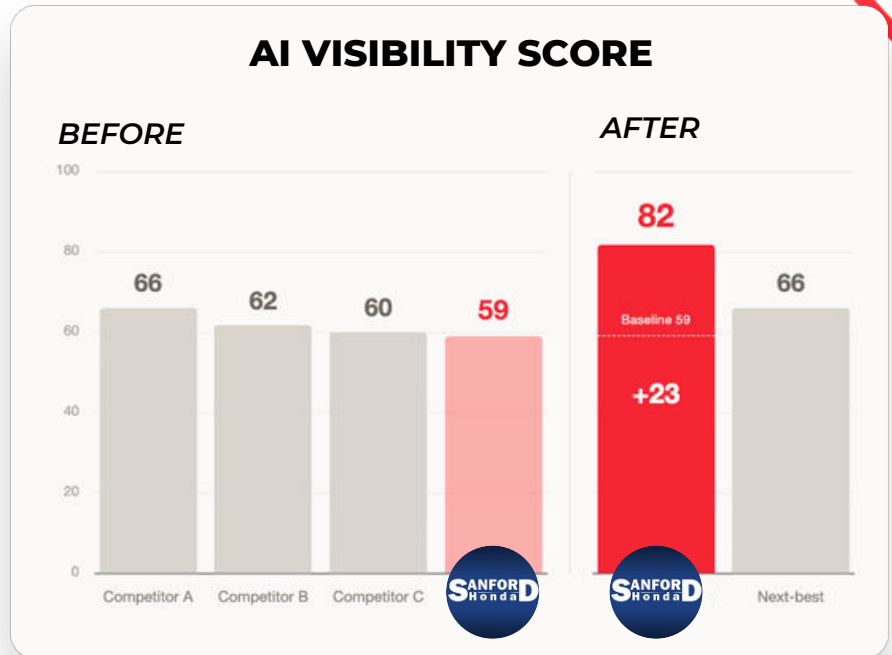
4 of 5

RELEVANT AI ANSWERS
77% increase in mention rate



40%

INCREASE IN AI GEO VISIBILITY SCORE
Increase from 59 to 82 in 3 months





SEM Results

Measured from May to July 2026



\$2.58

COST PER LEAD
Compared to \$38 industry average



1,612

TOTAL LEADS PER MONTH
86% increase since launch



28.6%

CONVERSION RATE
18% higher than launch month



Sponsored

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

Honda Cars For Sale

Shop Honda cars and SUVs for sale near you with inventory available. Browse Honda vehicles in stock near Sanford NC today. Find Honda cars and SUVs ready now with inventory nearby. Explore Honda inventory with vehicles available near you today

[Schedule Test Drive](#) [Finance Your Vehicle](#)

Call (919) 888-4856

Sanford - 3130 S Horner Blvd



Sponsored

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

Honda Repair Near Me



Get maintenance and repairs done with trusted Honda service experts

[Schedule Test Drive](#) [Finance Your Vehicle](#)

Call (919) 888-4856

Sanford - 3130 S Horner Blvd

SOCIAL ADS & INVENTORYIGNITE

Most buying decisions happen before a shopper ever raises their hand. Social reaches those buyers early and carries them all the way to the sale. InventoryIgnite spends where it counts, on the vehicles Sanford needs to move, not the ones that were going to sell on their own.



Social Ads Results

Measured from May to July 2026



519

LEADS AT \$31.73 CPL



77

ATTRIBUTED SALES

Up 35% since initial month



+208%

MORE TRAFFIC FROM SOCIAL ADS

Up from ~1,300 users before Dealers United to ~4,000 users in July!



InventoryIgnite Results

Measured from May to July 2026



318

VINs ADVERTISED



105

INFLUENCED SALES

80 new, 25 used at \$73.67 Cost Per Sale



\$39.87

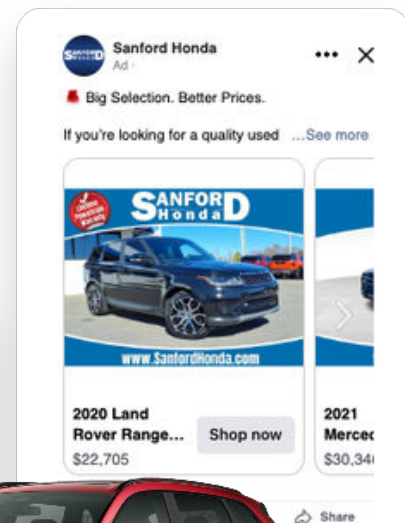
AVG. SPEND PER VIN

🔥 Used < \$20K

🔥 '26 CRV

🔥 >90 DOL

🔥 Used CRV



STREAMING, BROADCAST TV, & EMAIL MARKETING

You can't sell a shopper who's never heard of you. Broadcast and Streaming TV put Sanford Honda in front of the whole market and made every other channel convert higher. Combined with conquest email, it's the perfect one-two-punch for complete market dominance.



Streaming & Broadcast TV Results

Measured from May to July 2026



2,744

ATTRIBUTED WEBSITE VISITS
(Streaming, 3 months)



20,801

HOUSEHOLDS REACHED
(Streaming, 3 months)



59%

INCREASE IN DIRECT, BRANDED TRAFFIC
2,696 before adding TV → 4,278 after TV



Email Marketing Results

Measured from May to July 2026



25.4K

IN-MARKET SHOPPER CLICKS
Across 24 email campaigns



24%

AVG. OPEN RATE



2.2%

AVG. CLICK-THROUGH RATE



Sanford Honda
Sanford, NC 919-774-8864



Get the Family Deal at Sanford Honda!
Summer is here and so are the deals. Lease or finance a new Honda for less and make this the season your family upgrades. Shop Sanford Honda today!

[VIEW AVAILABLE INVENTORY](#)

JULY OFFERS
Payments that fit summer.



2026 Honda Ridgeline RTL
Built for summer hauls.
Lease for **\$398/mo** 36 months \$3,900 down with \$2,495 off + \$2,000 sales credit
Or finance as low as 1.99% APR

[LOAD UP AND GO](#)



2026 Honda Civic Sedan LX
Smart style, smarter savings.
\$299/mo



3130 South Hunter Boulevard, Sanford, NC 919-774-8864



Sanford Honda Service
Ready for every summer mile.
Whether your vehicle needs routine maintenance, recommended repairs, or seasonal service, our factory-trained technicians are here to help keep it performing at its best.

[VIEW SERVICE SPECIALS](#)



FREE STATE INSPECTION
HAPPY HOUR SAVINGS
State & Multi-Point Inspection
Book your service appointment today and enjoy a FREE State Inspection and Multi-Point Inspection. Get peace of mind this summer with a vehicle that's been thoroughly checked by our certified technicians.

Tuesday - Thursday | 1:30 - 4:30 PM [SCHEDULE TODAY](#)

Available by appointment. Fees do not combine offers. See dealer for details. Offer ends 7/31.



Ready to drive record sales at your store?

Book a Call

WE HELP DEALERS **GROW.**

