



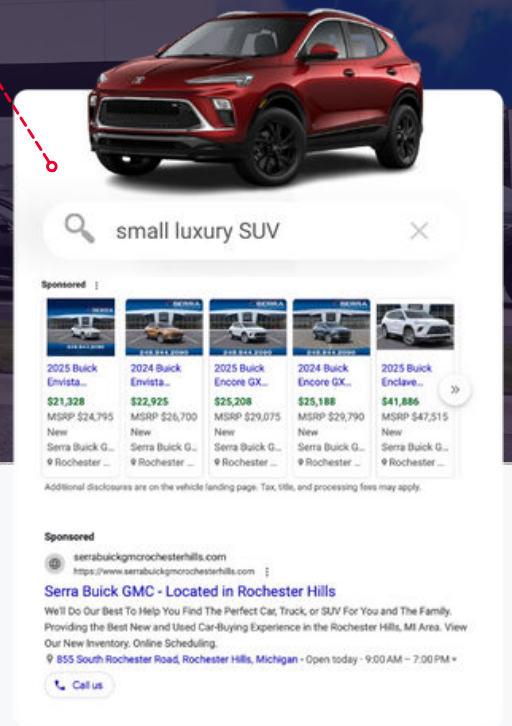
DEALERSHIP CASE STUDY

How Serra Ford Buick GMC Achieved 47% Increase In Conversions QoQ Through Strategic SEM



"Everyone claims to be a search expert, but Dealers United doesn't just talk - they deliver real results that impact our bottom line. They've become a true extension of our dealership team, which is why we've expanded our partnership across both our Ford and Buick GMC stores."

— Jenna Popp, Business Development & Digital Marketing



Search Engine Marketing (SEM)

Results from August — October 2024



5,734

TOTAL LEADS



\$6.15

AVG. COST PER LEAD



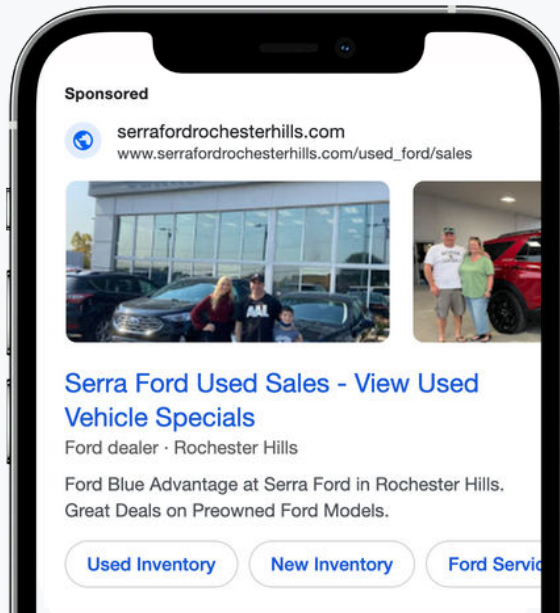
31% ↓

DECREASE IN COST PER LEAD



20%

AVG. CONVERSION RATE



↑ 47%

INCREASE IN CONVERSIONS QoQ

(PHONE CALLS, FORM FILLS, AND STORE VISITS)



Ready to see more? Book a demo with us.

dealersunited.com/schedule



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.”

