



# How South County CDJR Switched Partners And Sold 164 Cars in 92 Days

## “ WHY WE SWITCHED

“We were running Facebook ads previously with another agency who promised we would see a 10X ROI. We switched because we were seeing a poor ROI and a sub-par quality lead. Since partnering with Dealers United, I feel like we’re reaching a lower funnel/higher quality customer at the right point in the buying process. The direct leads have an 85% engagement rate, which is one of the highest we’ve seen from our vendors. We are getting great results in pushing customers back into our showroom.”



— MIKE CHORBA  
BDC DIRECTOR



**92 days**

Results Measured From  
10/01/20 to 12/31/20



**179,294**

Local In-Market  
Shoppers Reached



**19,705**

Landing Page Views  
at \$0.54 Cost Per LPV



**1,203 Leads**

Tracked to Facebook at  
\$8.89 Cost Per Lead



**164 Sales**

Matched To Facebook  
Ad Campaigns

## WHY IT'S WORKING

“The matchback sales show us great numbers and that the ads are working. We’re seeing a 15% increase in our Messenger leads since switching to Dealers United. An increase to messenger activity, leads, and traffic will, when handled correctly, lead to more unit sales and a greater ROI. If you are looking to expand your social media efforts in a smart, efficient way that works, then this is the company for you. The campaigns and ad designs are some of the best we have used and get some of the highest engagement numbers of any of our vendors. We are very happy with the results we have seen.”

