

Increased New Vehicle Sales by 25% in 12 Months

## Increased Sales and Marketing ROI for Automotive Dealerships

Helping Drive new Vehicle Sales & Service Revenues

### THE CLIENT

[www.midealersolutions.com](http://www.midealersolutions.com)

Minacs Marketing Solutions has been fortunate to enjoy longstanding relationships with auto dealers across North America. Therefore when the time came to introduce our new suite of digital marketing solutions, we wanted to share them with our automotive clients first. This case study shows how our miSearch program helped two U.S. dealerships grow their sales and improve their service marketing ROI.

### BUSINESS REQUIREMENT

Seeking a reliable way to improve the ROI on their sales and service marketing programs, our clients were looking for a solution that allowed them to accurately measure and track the value of each dollar spent.

### MINACS SOLUTION

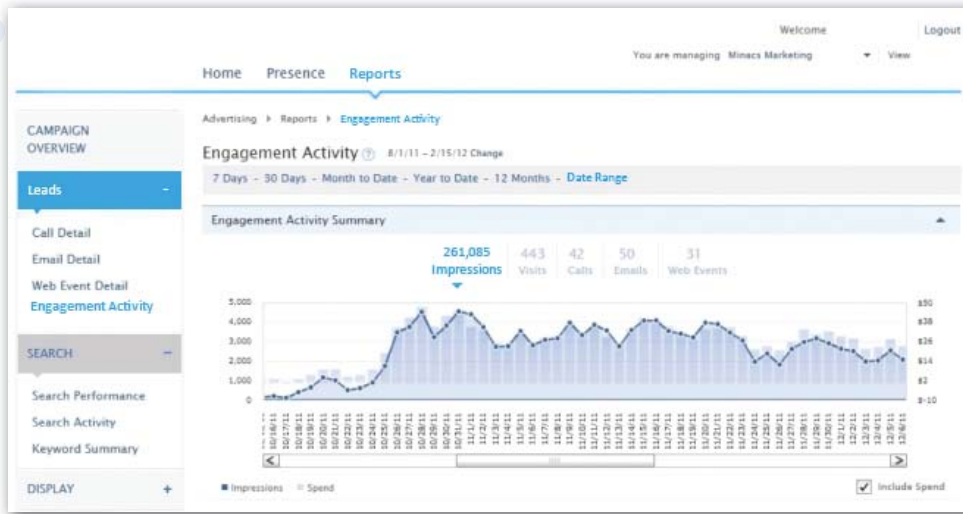
Our miSearch program, part of our miSolutions services, helps dealerships reach customers actively looking for new cars or dealership service locations. Our industry leading reports mean that your budget is easily tracked and linked to transactions at your dealership.

**How Search Marketing Works:** Search Marketing can help your dealership to capture more leads by targeting relevant keywords. When local customers perform a related search online, they'll be shown your ads.

All of our miSearch campaigns are optimized twice daily to ensure that your dealership is getting the best return on your investment. We track all true conversions, including phone, email and Web, so you can be confident that miSearch is bringing customers into your sales or service center.



**miSearch**



## MAJOR RESULTS

### New Vehicle Sales

Using miSearch, this dealer was able to increase their new vehicle sales business by 25% over a 12 month period. On average, a monthly spend of \$2,400 delivered the following results:

- 81,089 ad impressions
- 1,853 website visits
- 438 phone calls
- More sales!

### Service Sales

Another dealer decided to use miSearch to improve the ROI of their service marketing programs. For just \$4,000, they couldn't be more impressed with the results:

- 138,785 ad impressions
- 2,329 website visits
- 582 phone calls
- A much bigger ROI (when compared to traditional marketing)!



Write to [sales@midealersolutions.com](mailto:sales@midealersolutions.com) or call us at **1.866.575.8731** for more information or to meet with our representative.