

## CASE STUDY: SOUTH COUNTY CDJR

# EXPANDING REACH, DRIVING SALES WITH MOBILE-FIRST SOLUTIONS



Gilroy is a small town in Northern California home to South County CDJR - the #2 Chrysler Dodge Jeep Ram dealership in the state. The dealership partnered with excelerate to increase visibility to car shoppers across the state.

### Industry



Automotive

### Market



Northern California

### Strategies



PPC/SEM  
Pre-roll video  
Display

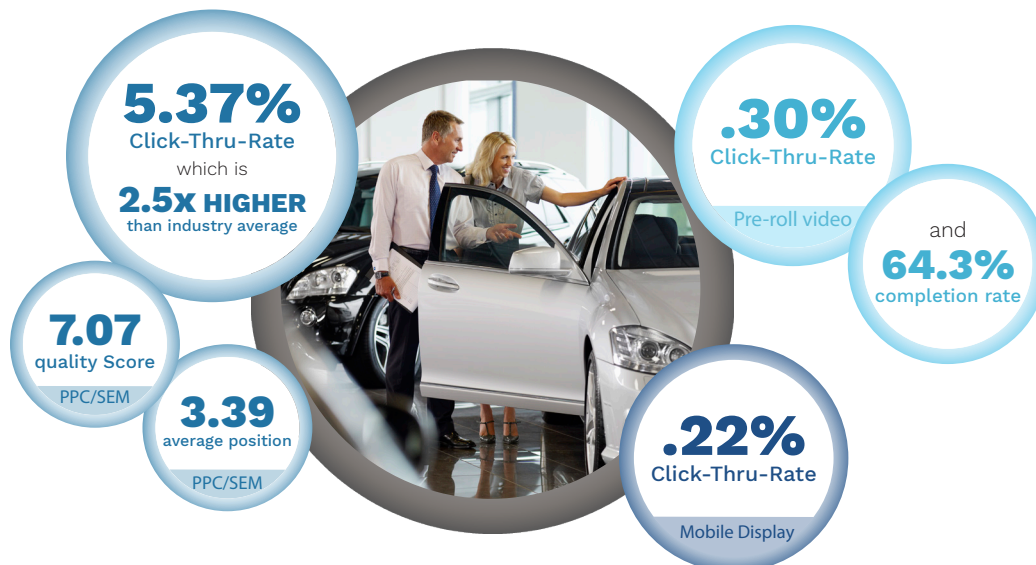
### Goals



Increase awareness  
Reach out-of-market shoppers  
Increase market share

## Results

- January - September 2017
- South County CDJR **increased sales by 41.6%** in the Fresno DMA, when compared to the same 3 quarters in 2016.
- Brand awareness improved significantly in the Fresno DMA which had a **direct impact on overall site traffic** including direct traffic from Fresno and the surrounding areas.
- All tactics bring in an average of **7,892 monthly visits**.



SOURCE: Wordstream Google AdWords Benchmarks for Your Industry [DATA]. Nov 7, 2017.