

WHY DIGITAL DELIVERS RESULTS

Drive qualified traffic to your website for leads that convert.

Learn how Toyota of Rockwall increased sales by delivering higher volume web traffic and earned a **25%+ average increase VDP views**.

CHALLENGE

Driving traffic to your dealership website is important, but consistently driving higher quality traffic is critical for converting leads to sales. Toyota of Rockwall began digital advertising with GSM, challenging themselves to create a more efficient approach to their digital efforts in order to exceed sales objectives, generate more leads, and drive quality traffic to their dealership site.

Working with GSM, Toyota of Rockwall immediately increased their web traffic and Vehicle Detail Page (VDP) views, while **operating on the same budget as a previous competitor**.

HOW WE HELPED

Jonathan Hainen, GSM Digital Marketing Advisor, worked one-on-one with Andy Bacon, Director of Digital Operations and Marketing for Toyota of Rockwall, to allocate ad spend in a way that would increase traffic and quality leads - leads that are the most likely to purchase a vehicle.

The custom, omnichannel strategy allowed for strategic focus on a marketing mix that would help decrease Cost-Per-Click (CPC) and lower the cost-per-lead ratio.

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One of the reasons we like GSM is that if we need to get something out quickly, but still have a lot of say in design, they get it handled in a way that allows us to have a high degree of control in the design and implementation process.

- Andy Bacon
Director of Digital Operations and Marketing, Toyota of Rockwall

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2vetq3M>

SOLUTIONS USED

An important aspect of this campaign was the integration and streamlining of all digital campaign components including Paid Search, Display, Retargeting, messaging, and creative. This consistency helped with brand awareness and recognition, ultimately bringing about the dealership's desired results.

- **Paid Search** using programmatic, real-time bidding across multiple platforms to ensure they captured the right customers at the times they are most likely to convert
- **Display Advertisements** using predictive modeling and behavioral targeting to deliver relevant and timely ads to in-market shoppers
- **Retargeting** that shows high-interest auto shoppers the exact vehicles they browsed online, as well as lookalike vehicles driving leads back to the dealer site

RESULTS

In just four months, the right combination and balance of Paid Search, SEO, Display, and Retargeting led to:



25%+

AVERAGE INCREASE
IN VDP PAGE VIEWS



20%

AVERAGE INCREASE
IN WEBSITE TRAFFIC



After 1 month with GSM, the dealership had their best ever **new car** month for September and had their best month ever for **used cars**.



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