



## CDJR Dealer Maintains Top Dealer Status in the Face of Challenge

Coon Rapids CDJR has long maintained top dealership status in their region, but a year long construction project that restricted use of half of their lot was a potential opportunity for other dealers to encroach on their territory



7.0%

CTR New Vehicle Campaigns<sup>1</sup>



\$2.97

Avg CPC New Vehicle Campaigns<sup>1</sup>



1.9

Avg Position New Vehicle Campaigns<sup>1</sup>

## Success Story

Coon Rapids Chrysler Dodge Jeep Ram (CDJR) has long been a top volume CDJR dealer in their region, but a year long construction project was a potential threat to their market share. The dealer sought a marketing partner who could help them maintain their top dealer status throughout the project.

Coon Rapids CDJR found Dealer Teamwork, and upon seeing the level of automation, speed-to-market and customization capabilities of their [MPOP™](#) technology, they were compelled to strike up a partnership.

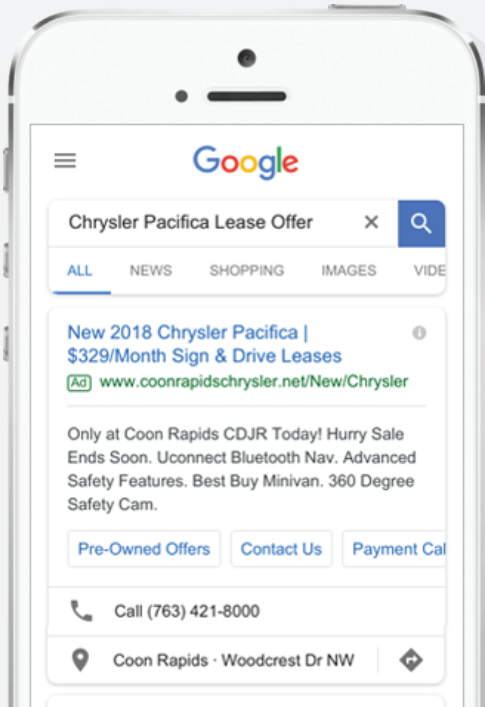
In fact, Jack Shimota of Coon Rapids CDJR stated, **"The customer service, attention to strategy tailored to the automotive industry and level of customized support to our**

**store's needs is incredible. I know we are not just another account to Dealer Teamwork. They genuinely care and are invested in our long-term success."**

Through use of Dealer Teamwork's MPOP™ technology, Coon Rapids CDJR is able to be first-to-market with the latest OEM rebates and incentives, and they are empowered with the control to instantly update messaging. The MPOP™ also powers up to 180 paid search ad variations per model campaign.

The MPOP™ is a Merchandising, Personalization and Optimization Platform that is used to manage online content, cross-channel from a central location, in real-time.

# Strategy



Dealer Teamwork’s strategy focused on driving better quality low funnel traffic to maintain Coon Rapids CDJR’s market share. The budget was split by each model, and each model was weighted based on the dealer’s sales goals. This enabled them to focus on high volume models without ignoring lower volume models.

By leveraging Dealer Teamwork’s MPOP™ technology, Coon Rapids CDJR’s paid search campaigns and landing pages were also segmented, matching the budget. This ensured the highest relevancy possible because the ads were specific and targeted to meet individual shopper’s needs.

Consistency was achieved across their website and paid search campaigns because the MPOP™ uses real-time dynamic data insertion to instantly push updates to all linked marketing channels. This provides the best shopping experience possible to viewers.

“After seeing the clean layout of Dealer Teamwork’s model-specific landing pages and the level of relevancy and quality afforded by the MPOP™ tool, I knew I needed to explore this opportunity. From my first call on, the staff had such enthusiasm and a genuine desire to help our store achieve our goals, that I knew this would be a true partnership. We have also never had so much control and ease of customization when it comes to our offers management.”

**Jack Shimota | Coon Rapids CDJR**

# Results

Armed with a strong strategy and dedication to teamwork on both sides, Dealer Teamwork helped Coon Rapids CDJR maintain their top dealership status in the face of challenge. This strategy was founded in having highly segmented, relevant and flexible paid search.

The success of these campaigns can be seen in the impressive performance that was achieved from the first full month. Their new vehicle campaigns consistently had an **average position of 1.9** ensuring maximum visibility.<sup>1</sup>

The impressive performance didn’t stop there, the campaigns were highly engaging resulting a **clickthrough rate 75.25% higher than the**

**industry average** (7.01% vs 4% Google automotive benchmark).<sup>1</sup>

Further evidence of success with Dealer Teamwork’s strategy can be seen in the lifetime performance of the high volume model campaigns with the highest budget emphasis.<sup>2</sup>

Model Campaign	Impression Share	Time on Page (versus site average)
Ram 1500	61.17%	59.26% higher
Jeep Cherokee	67.81%	57.78% higher
Chrysler Pacifica	78.53%	24.44% higher
Dodge Journey	63.55%	68.15% higher