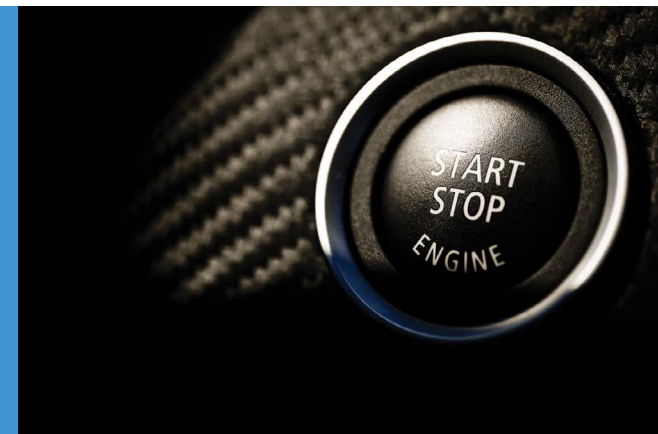


AdWords revolutionizes Nissan dealer's marketing plan

Lithia Nissan of Medford broke from inefficient traditional digital marketing with targeted AdWords powered by Dealer Teamwork's MPOP™.



Goals

- The biggest issue facing Lithia Nissan stemmed from connecting with customers. Specials launched but lacked visibility. They sought a platform that allowed for fast, easy integration and same-day updates into AdWords.
- Traditional digital marketing for auto dealerships focused on branded store campaigns rather than on-site inventory. To maximize inventory potential, Dealer Teamwork developed a custom program with the MPOP™ to dynamically update landing pages and paid search ads in real-time with relevant offers.
- Online searches needed transactional data to capture customers throughout their purchase moments and motivate them to click.

Results

- The MPOP™ enabled Lithia Nissan to improve their market reaction time as well as the speed of getting specials to go live – often within a day of inventory entry.
- 1.8 average position ensured maximum visibility to the targeted keyword audience.
- Strategically stepping away from branded store campaigns, Lithia Nissan focused their AdWords campaign on automotive customer moments achieving 50% increase in conversion rate.

"It has been a phenomenal learning experience to work with the leadership of Lithia Nissan of Medford because it is truly a partnership working with them. The MPOP™ was built for dealerships and is refined every day with the feedback we get through relationship building with our clients."

– Joyce Ernst, Account Executive, Dealer Teamwork



75%

Impression share



\$1800

Monthly budget savings with similar results



102%

Increase in organic search traffic

