

## Motorwerks BMW dominates mobile search with Dealer Teamwork

Refining a top BMW dealership's mobile paid search strategy leads to ground-breaking performance and tangible ROI with store visit conversions



# 303

Store Visits from  
Mobile Ads - 1 mo.<sup>1</sup>  
(498 total)



# 1.6

Average Position  
on Mobile<sup>2</sup>  
(1.5 overall)



# 95%

Better Mobile CTR  
than Industry Avg.<sup>2</sup>  
(7.6% vs 3.9%)

## Success Story

Motorwerks BMW, of the Penske Automotive Group, has been a prominent dealership in Minnesota's Twin Cities Metro since 1989. As the largest BMW franchise dealer in the five state region with almost 30 years of experience, they are no stranger to the challenges dealers face to be the best and remain the best in the digital age.

Before partnering with Dealer Teamwork for search engine marketing (SEM) management, Motorwerks BMW saw potential to improve their mediocre mobile approach, non-specific ad copy and lack of relevant search criteria targeting.

When asked "Why Dealer Teamwork?" Motorwerks BMW's General Manager, Matt Mickelson, stated, **"Dealer Teamwork provided resolution to the**

**biggest SEM challenges we faced and their customer service is unmatched."**

Motorwerks BMW has increased effectiveness and speed-to-market through use of the [MPOP™](#). The MPOP™ is Dealer Teamwork's patented Merchandising, Personalization and Optimization Platform.

The MPOP™ works by linking inventory feeds and marketing channels to a central platform. This allows Motorwerks BMW to create offers on vehicles in their inventory and then syndicate those offers to their marketing channels in real-time. The tool also has built in quality assurance guides to ensure content is optimized for their mobile-first strategy.

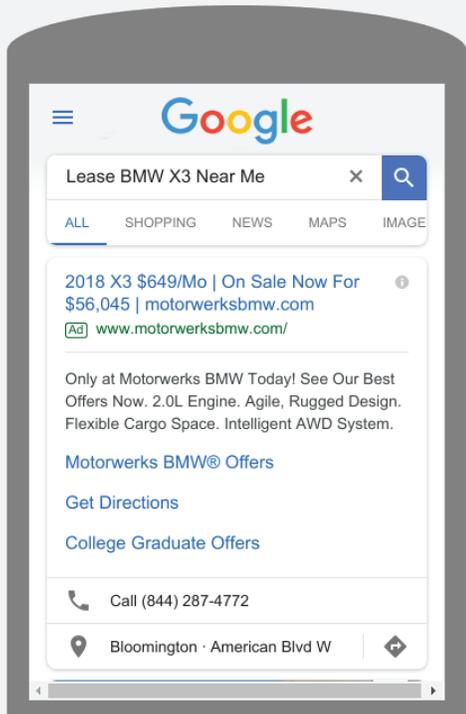


# Strategy

The automated, real-time nature of the MPOP™ allows Motorwerks BMW to be first-to-market with the latest OEM offers. It also allows them to change those offers in their ads and on the corresponding landing pages with a single update. These landing pages are dynamically updated by the MPOP™, and they are responsive to provide a great mobile experience.

Because the modern customer lives on their cellular device, Motorwerk's BMW's campaigns needed to be optimized to rank highly on mobile. These campaigns are segmented down to individual models with eligibility for over 180 ad variations. At the ad level, content is dynamically updated with highly relevant transactional data, such as monthly payments and lease payments rather than generic ad copy.

Together these strategies drive the highest levels of engagement and highest volume of low-funnel conversions.



“Dealer Teamwork’s approach and customer service is like nothing I’ve seen before. They helped us refine our digital strategy by targeting for more specific search criteria and by empowering us with dynamic, model-specific ad campaigns and landing pages. I know it’s working because we are consistently in position 1 or 2, rather than position 3 or 4, which is especially important for mobile.”

**Matt Mickelson | General Manager | Motorwerks BMW**

## Results

Since the beginning of their Dealer Teamwork partnership in January of 2018, Motorwerks BMW has seen ground-breaking performance and engagement from their mobile ad campaigns.

In terms of quality and relevance of advertising, Mickelson stated, **“I know it’s working because we are consistently in position 1 or 2, rather than position 3 or 4.”**

This improvement on average position not only has made Motorwerks BMW’s messaging more visible on mobile, but has also lead to astounding engagement metrics. With a **95% higher mobile CTR than industry average** in Q1 2018, Motorwerks BMW’s

new mobile-first strategy proved it’s effectiveness to positively impact engagement.

What’s more, the first month of Q2 2018 further solidified their confidence in the ROI of this new strategy when a new attribution metric became available. Their **store visit conversions resulted in over 300 phone calls from mobile ads** (498 total from Dealer Teamwork campaigns).<sup>1</sup>

Recent Google studies show that the average amount of store visits before purchasing a vehicle has dropped from 5 down to 1 or 2.<sup>3</sup> This means driving a high amount of store visit conversions is more valuable than ever before.



<sup>1</sup>First full month of store visit conversion data available in client’s AdWords account (4/2018)

<sup>2</sup>Reporting on Q1 of 2018 (1/1/18-3/31/18)

<sup>3</sup>Google’s Automotive Retail Summit 10/2017