



# New Jersey BMW dealer finds success through strong partnership & emphasis on achieving goals.


## The Challenge


A New Jersey BMW dealer partnered with Dealer Teamwork because they were looking for a solution to some of the key problems they had been experiencing with their digital marketing:

1. Other vendors were not giving them the support they needed,
2. They weren't seeing results with their digital marketing, and
3. The digital marketing reporting they received from their other vendors was not clear or easy to understand.

## The Approach

In order to achieve their goals, Dealer Teamwork and the dealer included the following tactics in their strategy: *(continued on the next page)*

 **59%**  
Decrease in Cost per Lead<sup>1</sup>

 **169%**  
Increase in Calls from Ads<sup>1</sup>

 **576**  
Store Visits from Google Ads<sup>2</sup>

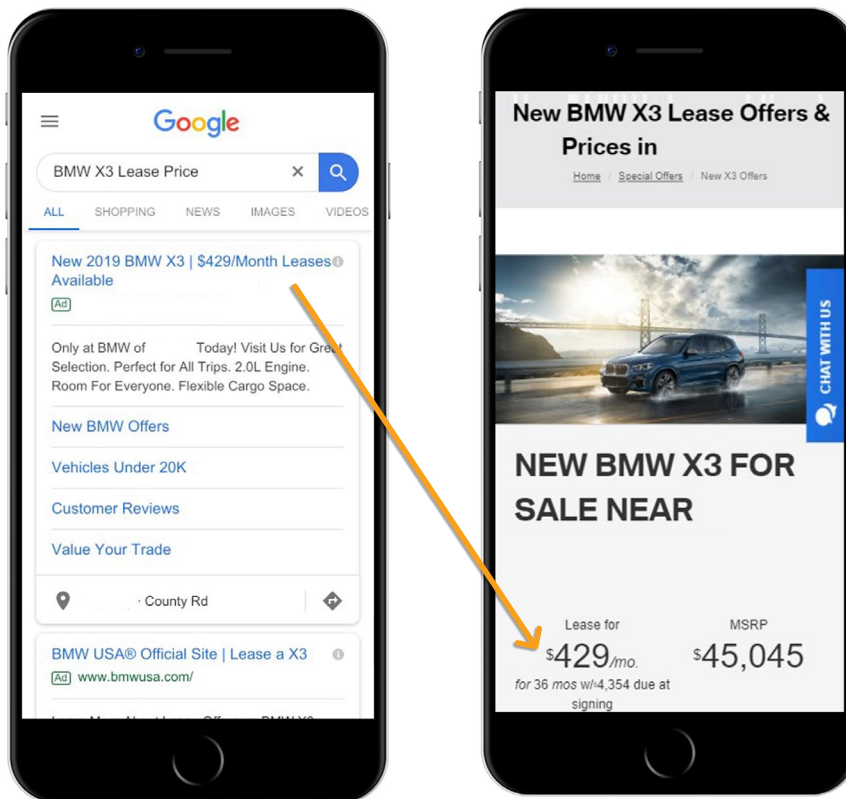
 **816%**  
Increase in New Website Visitors<sup>1</sup>



## The Approach *(continued)*

- Weekly meetings to outline goals and have regular check-ins ensuring all parties were pacing to hit those goals
- Daily utilization of the MPOP® to oversee and manage their current offers across their website and pay-per-click campaigns
- Constant reporting evaluation and maintaining an open line of communication to stay on track

## Examples



## The Results

The success of this approach can be seen in the incredible improvements achieved over time. Using the first month with Dealer Teamwork and the MPOP® as a baseline, this BMW dealer saw improvements in areas that contribute to more sales:

- **More website traffic:** 816% increase in website visitors
- **Lower cost per lead:** 59% decrease
- **More actionable sales opportunities:** 169% increase in phone calls and almost 600 store visits attributed to ads in one month



*“No more waiting days or weeks for answers – the support from Dealer Teamwork is incredible! Our weekly meetings and regular touch points keep everyone on track to meet our store’s goals from both perspectives.”*

**General Manager**



*Dealer Teamwork is a Minnesota-based Software as a Service and digital marketing company. They are the inventor of the patented MPOP® – a Merchandising, Personalization & Optimization Platform. This platform helps car dealers merchandise and then automatically syndicate vehicle and service offers to their website, search engines, social media and email campaigns in real-time.*

**DealerTeamwork.com**

<sup>1</sup> Comparing January 2019 vs 6/1/18 - 7/1/18 (first full month with Dealer Teamwork).

<sup>2</sup> January 2019 cumulative.