

# Auto Dealership achieves 92% Impression Share with the MPOP™

Dealer Teamwork's patented content creation and distribution platform, pushes merchandising out to linked marketing channels in real-time.



## Goals

- Gainesville Buick GMC turned to Dealer Teamwork, a Google Premier Partner, to help them dominate their market with impression share. Dealer Teamwork made it easy with their MPOP™ platform.
- Gainesville Buick GMC wanted to improve their multi-funnel touches within paid search as well as target lower-funnel customers. With the MPOP™, they could push new offers automatically to their website, Google AdWords, social channels and email campaigns – all in real-time.
- The dealership also wanted to leverage Dealer Teamwork's best-in-class SEO to improve organic search and drive better quality leads to their site.

## Results

- New sessions on the site increased over 28% year over year.
- Paid Search New Sessions improved 30%.
- Budget increased by 50% based on successful results achieved.

*“Dealer Teamwork has solved the biggest problem in automotive digital marketing – coordinating offers across marketing channels in real-time. There is no comparison – the MPOP™ is a game changer.”*

– Tom Moore, Senior VP, Morgan Automotive Group



12%

Increase in click-through rate



13.2%

Decrease in cost-per-click



11.7%

Average position improvement

Targeted conversion goals also saw growth:



Get Pre-Approved Up **14.03%**



Softpull Credit Page Up **132.18%**

And more!

