



TURNING MARKET CHALLENGES INTO A COMPETITIVE ADVANTAGE

How Mac Haik Ford of Pasadena, Texas scaled leads, improved efficiency, and captured more market share in a declining market

From Market Pressure to Market Leader

Mac Haik Ford of Pasadena, TX is a high-volume dealership operating in an increasingly competitive and declining demand market. Like many dealers, they faced pressure from rising costs, shrinking shopper demand, and lower close rates.

But instead of pulling back, they changed how they compete; **implementing a smarter, data-driven strategy focused on visibility, intent, and conversion.**

Dealer Teamwork helped them capture more demand and turn traffic into real opportunity through **disciplined budget allocation** and continuous performance optimization.

Results

With Dealer Teamwork's Total Search™ strategy, Mac Haik Ford:

- ✓ Attracted more high-intent shoppers
- ✓ Converted more opportunities
- ✓ Maximized efficiency across every channel

This wasn't just optimization — it was *transformation*.

By the Numbers

Mac Haik Ford didn't just keep up with the market — they outperformed it, scaling leads while improving efficiency.

+162%

in quality leads

-13%

in cost per lead

+190%

in new users

+88%

in page views

*Metrics based on a two-year period