

SEM GASE STUDY

How Royal Chevrolet GMC Increased **Conversions 99% In 4 Months Using Dealers United SEM**

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"We definitely felt the increase in calls, and they are good quality. We've sold cars that we can trace immediately right back to Dealers United and this program. We definitely have seen the results. Very pleased."

—Robert Skinner, Sales Manager

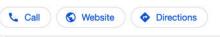
Sponsored

royalchevy.net \bigcirc www.royalchevy.net/

Royal Chevrolet GMC -Located in Coldwater, MI Car dealer · Coldwater



Our Unmatched Service And Diverse Chevrolet, GMC Inventory Set Us Apart. Contact Us Today.



Used Inventory

New Inventory

Used Trucks

Search Engine Marketing (SEM) 🛛 🧲 🙏 Results from Google Ads (March - July 2024) 1,100 Sponsored **TOTAL LEADS** royalchevy.net www.royalchevy.net/chevy/suvs Explore Features & Tech - Chevy's Winning Choices \$9.75 Technology & Practicality Both at Your Fingertips in a Chevy SUV. See Our Lineup Today. AVG. **COST PER LEAD ↑99**% 18.09[%] **AVG. INCREASE IN CONVERSIONS** AVG. **CONVERSION RATE ↓48%** 83% AVG. DECREASE IN COST PER LEAD **INCREASE IN CLICK-THROUGH RATE (CTR)**

www.dealersunited.com



Ready to see more? Book a demo with us.

dealersunited.com/schedule



ROBERT SKINNER Sales Manager

"We're happy. We're growing. We're selling cars. We're beating our objectives. Shattering our goals the last several months, leading the district in the Zone and Chevy sales percentage wise. While other dealers' numbers are low, ours are definitely way up."



(941) 366-6760

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