



ROYAL
CHEVROLET • GMC

CHEVROLET

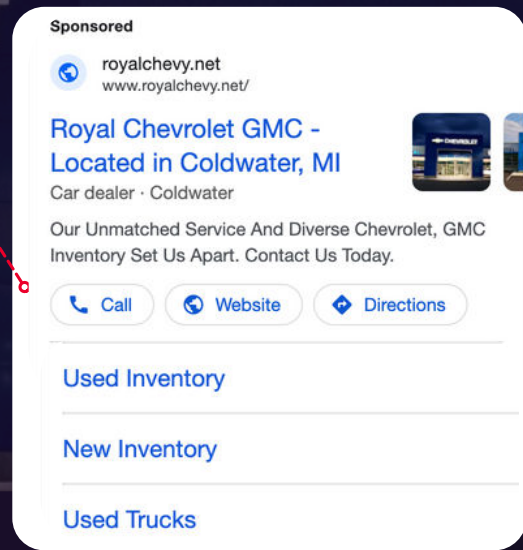
SEM CASE STUDY

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



"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



Search Engine Marketing (SEM)



Results from Google Ads (March - July 2024)



1,100

TOTAL LEADS



\$9.75

AVG.
COST PER LEAD



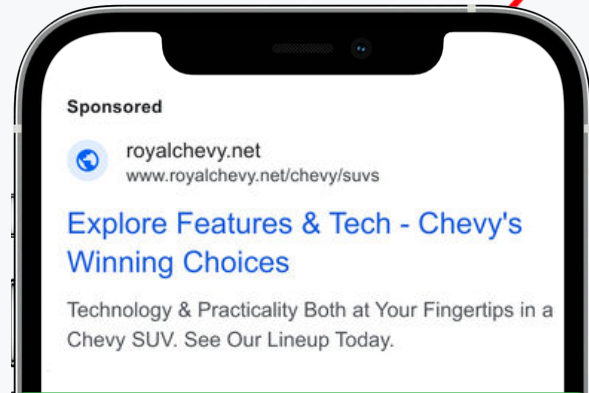
18.09%

AVG.
CONVERSION RATE



83%

INCREASE IN CLICK-
THROUGH RATE (CTR)



↑ 99%
AVG. INCREASE IN CONVERSIONS

↓ 48%
AVG. DECREASE IN COST PER LEAD



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.”

