

Bommarito Nissan



Location: St. Louis, MO

The Challenge: “As anyone in this business knows, website leads are always the best leads,” and Dustin Olson, the Internet Sales Manager at Bommarito, wanted more of them. Olson was looking for an alternative to spending additional money buying more third party leads. Instead, he wanted a way to capture more of the existing traffic that was already visiting his website. “Why buy more leads when you can capture more leads from your own website at a fraction of the cost?”

The Solution: 5 years after first trying the E-AutoSavings coupon on his websites, Olson still considers it “one of the most successful tools I have to capture more leads. The EAS Coupon literally doubles the leads we get from our website.” Not only does the EAS coupon double Bommarito Nissan’s website lead volume, but Dustin finds that the showroom traffic generated by the EAS coupon is usually the best quality traffic.

Results:

- **Doubled website leads**
- **50 to 1 ROI from EAS Coupon**
- **Close 20% of EAS Leads**

Because these prospects have usually submitted a lead to Bommarito due to the coupon incentive, they are rarely price-shopping the competition. Over the most recent 3-month period, Bommarito Nissan closed over 20% of their EAS leads.

The EAS system helps Bommarito and Dustin’s Internet Department in two additional ways. First, the coupon brings leads into the dealership without ever quoting a price. This allows the dealership more flexibility to maintain a reasonable sales margin. Second, the EAS leads either schedule an appointment directly with Dustin or ask for him by name when they enter the showroom because of their coupon. This allows Dustin and his Internet Department to get full credit for the sales that they generate for the dealership.

The Results: By using DealerOn’s EAS coupon on his websites, Dustin Olson has been able to more than double his dealership’s unique website leads and website conversion rate. Because Dustin offers a price discount on the EAS coupon (EG-\$200 off), actual price quotes are handled in the showroom, meaning that the increase in leads comes without the dealership losing pricing control.

Dustin is generating nearly 15 car sales a month (all of which he gets the sales credit for) directly from the EAS coupon. Most dealerships consider an ROI of 2 to 1 a good investment—Dustin’s numbers show that the EAS coupon delivers him an ROI of 50 to 1. This means that for every dollar Bommarito is spending on the EAS coupon, they’re making \$50 in GROSS PROFIT! Dustin is bringing in roughly \$250,000 in ANNUAL PROFIT for Bommarito Nissan, just from his EAS sales.