

Freysinger



Location: Harrisburg, PA
Franchise: Pontiac, Buick, GMC

The Challenge: Over the last few years Ed Lewis, ISM of Freysinger Pontiac-Buick-GMC, has aggressively tested ways to increase his website leads and the actual vehicle sales coming from those leads. He had tried a variety of website coupon products, all of which had promised great returns, but none of which ever delivered on those promises. In 2008, Ed's management asked him to deliver even more vehicle sales from his Internet Department in an increasingly challenging marketplace.

The Solution: Although Ed had "used similar products over the past few years" without any of them living "up to expectation," he decided to give DealerOn's E-AutoSavings (EAS) lead generation system a try. He was impressed when EAS immediately, from day one, became the dealership's "single largest lead generator," bringing in an average of 80 leads a month.

Results:

- **Averages 80 leads per month**
- **Closes these leads at 80%**
- **Generates \$20,000 in gross profit monthly**

Even during the recent economic downturn and general decline in auto sales, the EAS coupon has continued to bring in appointments and generate sales for Freysinger. In fact, during September of 2008, Ed used the EAS coupon to bring in 21 test-drive appointments and sell 16 vehicles, generating a gross profit of almost \$25,000. "Without a doubt, the E-AutoSavings coupon has exceeded all expectations and continues to perform, even in a down market."

Ed can easily track the appointments and sales that his EAS system produces. When EAS customers show up for their appointments, they bring their EAS coupons with them to redeem their special offer. Not only is Ed doubling his website lead volume with the EAS system, but he's getting the most qualified leads available, closing 80% of them!

The Results: Since putting EAS on their dealership's website in July of 2008, Freysinger Pontiac-Buick-GMC:

- Averages 80 leads per month directly from the EAS coupon
- Sets an average of 16 test drives monthly from EAS coupon leads
- Sells an average of 13 cars per month to EAS leads (80% close rate)
- Generates roughly \$20,000 in gross profit monthly (\$250,000 in annual profit)