Turn Data to Dollars – Using Data & AdWords to Sell Cars
About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2017
  - Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn’s website customers have an average documented lead increase of 250%
Losing traffic to a slow mobile site?

Get a Mobile Site Speed Test after the webinar!

Customized test includes:
- Page Load Time
- Average visitor loss
- Easy-to-read graphics
Say Hello To...

Will Perry
President of Ascendant Media Group / Drive Digital

615.430.8002
Will@ascendantmg.com
SEND IN YOUR QUESTIONS

- If you have questions during the presentation, please submit them using the “Questions” feature.
- Questions will be answered at the end of the webinar.
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar.
After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!
After the webinar, please fill out our short survey and let us know what YOU thought of today’s presentation!
Tweet Much?

@Dealerton
@ElianaRaggio
#dealeronwebby
Turn Data to Dollars – Using Data & Adwords to Sell Cars
Objectives

1. Understanding Data
2. Creating Accountability
3. What Should I Be Doing?
4. Keyword Targeting
5. Mobile
6. Giveaway
7. Question & Answer Session
Data Problems?

- You should use a data driven approach. Great, what does that mean to you?
- Data can be subjective, true, false, misleading, and overwhelming all at the same time. It is often used to show both sides of an argument compellingly.
- Data is an assembly of facts, which aren’t necessary the same thing as truth.
Paid Search: Creating Accountability?

- Many providers standardize processes and methodology that is replicated to every client. eg. Ad copy, targeting strategy, bid strategies
- Do we as dealers and vendors ask, analyze, report, and make decisions quickly and effectively utilizing trusted data
- Do we have a clear understanding of the processes, ideas, and strategy.
- Do our vendors have an intimate knowledge of the local market and competitive landscape in order to best implement strategy?
POLL QUESTION
How people usually target
How can we be more effective?

1. Using DMS data to determine gross profit by ZIP and by model to develop model-level strategies allows each campaign to have maximum impact.

2. Measure and analyze market share and impact around the stores.

3. Utilizing sales data such as store-level sales, location of sales, sales to competition, and profitability by location, we can reduce cost, and increase conversion and impression share.
OK, Great. Is there another way?

- Use a multitude of **reliable** data sources to collect and analyze the data.
- Identify patterns and opportunities through comparative analysis and a sound understanding of the local market.
- Develop plans based on individual stores, franchises, locations, markets, etc
- Iteratively test and deploy strategies for maximum impact.
- Refine, Analyze, Repeat, Refine, Analyze, Repeat.
- Repeat, Repeat, Repeat!
Do we understand the market – What are the obstructions, traffic choke points, how long does it take to get from point A to B

How you should target
Real-World Example

The Market Before

Post-Implementation
What should I be doing?

The goal of every search campaign should be to optimize for conversion and impression share. More importantly, it should prioritize resources in our backward over all others.

Optimize for Conversion

- Monthly Ad Copy reviews and revision.
- Utilize Gross Profit / Zip Code model for targeting likely customers.
- Ensure landing page experience and ad copy are in sync.
- Utilization of data including registration, garage and other demographic for targeting.
What should I be doing?

Maximize Impression Share
While CPC is important it is more important to optimize to the market and understand when it is necessary to spend more for higher value keywords.

Thorough reporting and monthly analysis to discuss relevant strategy, goals, and adjust plan
PPC rules are constantly changing and the need to consistently monitor and modify campaigns, targeting, cpc, and other aspects is one of the most important aspects of conversion optimization.
Competitive Analysis: Nashville

Provider A vs Provider B

Conversion Rate

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Provider A</th>
<th>Provider B</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>7%</td>
<td>12%</td>
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<tr>
<td>2%</td>
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<tr>
<td>4%</td>
<td></td>
<td></td>
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<tr>
<td>6%</td>
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<td>8%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>14%</td>
<td></td>
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</table>

Impression Share

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Provider A</th>
<th>Provider B</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td></td>
<td>67%</td>
</tr>
<tr>
<td>10%</td>
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<td>70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

90 days prior (A) vs 6 months Post (B)
Competitive Analysis: Charlotte

Provider A vs Provider B

Conversion Rate

- 90 days prior (A): 7%
- 6 months Post (B): 12%

Impression Share

- 6 months Post (B): 72%

@DealerOn @ElianaRaggio
POLL QUESTION

[Diagram of stick figures arranged in a poll format]
Keywords: What others do

Most agencies use a keyword distribution that is spread across the car buyer’s journey.

1. Which Car is Best?
   - “Chevrolet”
   - “Chevrolet Cars”
   - “New Chevrolet Malibu”
   - “Chevrolet Cruze Review”
   - “Chevy Corvette Specs”

2. Is It Right For Me?
   - “Chevrolet Malibu Price”
   - “Chevrolet Tahoe Lease”

3. Can I Afford It?

4. Am I Getting a Good Deal?
   - “Chevy Dealer Near Me”
   - “ABC Chevrolet”

5. Where Should I Buy?

How effective is this, really?
Keywords: The Data

The data shows spending for keywords in the “Where I Should Buy” segment.

- **Spend**
  - 80%
  - 32%
  - 20%
  - 0%

- **Leads**
  - 80%
  - 32%
  - 20%

2x Leads for ¼ of the spend

1. Which Car is Best? - Is it Right for Me?
2. Can I Afford it? - Am I getting a Good Deal?
3. Where Should I Buy?
**Keywords: The Data**

Here is how it looks in real dollars with the spends normalized.

<table>
<thead>
<tr>
<th>Spend</th>
<th>Net</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>$6,875</td>
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<tr>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
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<td>$40k</td>
<td></td>
</tr>
<tr>
<td>$50k</td>
<td>$55,000</td>
</tr>
</tbody>
</table>

*8x*

Net for the same spend

---

Which Car is Best? · Is it Right for Me? · Can I Afford it? · Am I getting a Good Deal?

Where Should I Buy?
How can we be more effective?

• Most advertising agencies buy keywords at every step within the journey.
• While it may be enticing to think that you as a dealer should buy it all, our data and research across hundreds of accounts show that this is a very flawed and costly approach to take.
Keywords: What You Should Do

We emphasize buying keywords that drive leads and sales. This results in a multiplier effect on net profit.

Leads (Prior): 7%
Leads (DealerOn): 12%

80% increase in leads using a data-driven keyword strategy.

Where Should I Buy?
Keywords: What You Should Do

We emphasize buying keywords that drive leads and sales. This results in a multiplier effect on net profit.

Through data-driven keyword targeting, we can boost leads by >80%.

Where Should I Buy?
What should you be doing?

Specialized campaigns that quietly and effectively target your competition to create disruptions in their advertising

• Zip depletion
• Call Only Conquest
• Target Outranking Share
POLL QUESTION
ZIP Depletion

49% of available impressions (from 30 keywords) were used to generate this report

<table>
<thead>
<tr>
<th>Display URL Domain</th>
<th>Impression Share</th>
<th>Avg Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>You</td>
<td>79.12%</td>
<td>2.5</td>
</tr>
<tr>
<td>Competitor T</td>
<td>59.89%</td>
<td>2.1</td>
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<tr>
<td>Competitor B</td>
<td>57.97%</td>
<td>3</td>
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<tr>
<td>Competitor F</td>
<td>39.29%</td>
<td>4.9</td>
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<tr>
<td>Competitor H</td>
<td>34.07%</td>
<td>4.3</td>
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<td>Competitor A</td>
<td>31.87%</td>
<td>7</td>
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<tr>
<td>Competitor R</td>
<td>29.67%</td>
<td>4.3</td>
</tr>
<tr>
<td>Competitor N</td>
<td>26.37%</td>
<td>2.5</td>
</tr>
<tr>
<td>Competitor Y</td>
<td>18.96%</td>
<td>2.9</td>
</tr>
</tbody>
</table>
ZIP Depletion

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<tbody>
<tr>
<td>You</td>
<td>84.16%</td>
<td>1.6</td>
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<td>Competitor B</td>
<td>57.43%</td>
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<td>Competitor F</td>
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<td>Competitor A</td>
<td>24.75%</td>
<td>5.4</td>
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<tr>
<td>Competitor H</td>
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<td>3.4</td>
</tr>
<tr>
<td>Competitor T</td>
<td>18.81%</td>
<td>7</td>
</tr>
</tbody>
</table>

49% of available impressions (from 30 keywords) were used to generate this report
ZIP Depletion

52% of available impressions (from 30 keywords) were used to generate this report

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</thead>
<tbody>
<tr>
<td>You</td>
<td>100%</td>
<td>2.5</td>
</tr>
<tr>
<td>Competitor B</td>
<td>100%</td>
<td>3</td>
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<tr>
<td>Competitor H</td>
<td>84.38%</td>
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<td>Competitor T</td>
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<td>Competitor A</td>
<td>56.25%</td>
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<tr>
<td>Competitor F</td>
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<td>3.9</td>
</tr>
<tr>
<td>Competitor G</td>
<td>40.63%</td>
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</table>

52% of available impressions (from 30 keywords) were used to generate this report.
Mobile Discussion

Focus on the details
Optimize your search ads for mobile

Get more conversions with your mobile ads

Elements of a well-optimized mobile search ad

- Top Ranking in Mobile (Tier 3)
- Relevant Ad Copy
- Pricing Extensions
- Click to Call
- Click to Message
- Location Extensions
SUGGESTED RESOURCES

Google Trends
https://trends.google.com/trends/explore?date=all&q=automotive

Research Driven Search
https://searchenginewatch.com/2016/05/03/three-research-driven-ppc-tips-for-the-automotive-industry/

Search Engine Land
https://searchengineland.com/
TAKEAWAYS

• When you are using data make sure it is not only relevant but meaningful.

• All customers are not created equal why are you treating them as such?

• Ensure your provider has the time to focus on the details.
Q&A: ASK OUR EXPERT
Be the first to answer the giveaway question correctly to win this awesome prize!
Today’s Expert

Will Perry
President of Ascendant Media Group / Drive Digital
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- Easy-to-read graphics
Pave the Path to Purchase: Turn Website Traffic into Sales

The Lego Master Builder’s Guide to Local SEO for Car Dealers
The Roadmap to Awesome Automotive SEO in 2018

Steve Shackleford
SEO Manager at DealerOn, Inc