

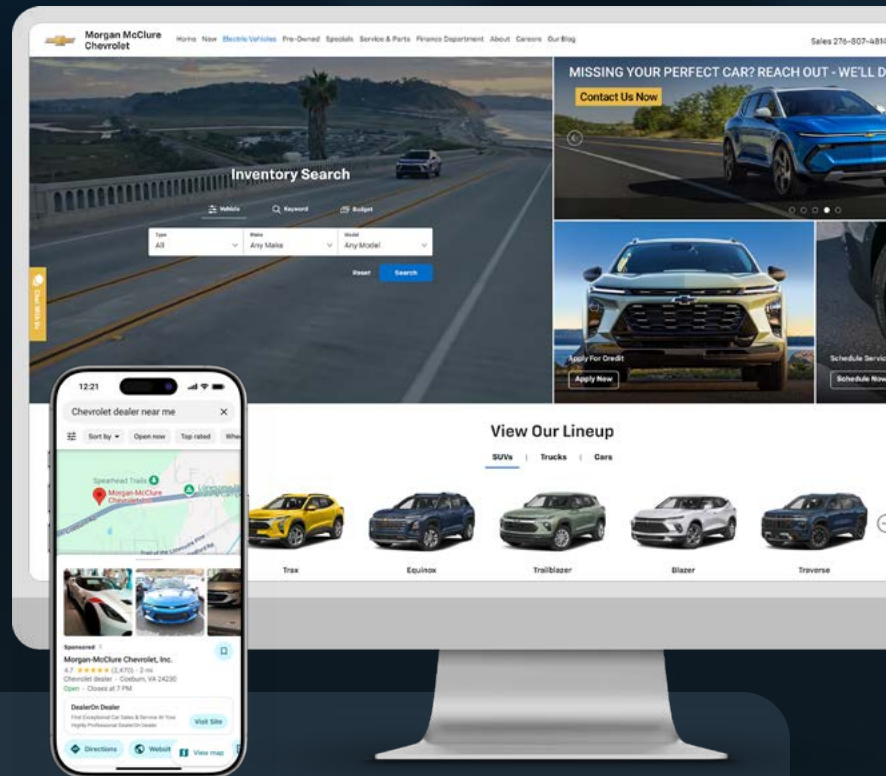
## Case Study:

# Driving Digital Advertising Results

## Morgan McClure Chevrolet

Morgan McClure Chevrolet has been partnering with DealerOn for Digital Advertising to drive qualified traffic and leads to their site. The dealer was closely monitoring ROI (return on investment) and looking to increase lead volume.

In response, DealerOn's team implemented a revised Digital Advertising strategy in December 2024, which dramatically changed the performance trajectory of the campaign.



### Paid Search Lead Data

46%

Increase in average  
time on site

24%

Increase in  
inventory searches

19%

Increase in  
vehicles viewed



## The Challenge

Despite having a healthy advertising presence, Morgan McClure Chevy wanted to see an increase in lead volume. The previous campaign had been running on a "Maximize Clicks" bidding strategy and included 'New Shopper' and 'Used Local' campaigns. Unfortunately, these tactics did not yield strong conversion results, and the dealership needed to drive more leads.

### Strategic Changes Implemented



Switched bidding strategy from Maximize Clicks to Maximize Conversions, aligning the campaign focus with lead generation goals.



Reallocated budget from New Shopper and Used Local campaigns to Brand & Local campaigns, optimizing for visibility in high-intent, geographically relevant searches.



Maintained Morgan McClure ad spend budgets, proving that with the right strategy, great results are achievable even without additional spend.

## Year-to-Date Overview:

Since implementing the new strategy, lead volume has more than doubled, demonstrating consistent month-over-month growth.

## Conversion Optimization:

The switch in bidding strategy has led to a dramatic increase in qualified leads, shifting campaign strategy to align with dealer goals. All of this was achieved with no increase in spend.

**2x**  
Lead Volume

## Conclusion

Morgan McClure Chevrolet's experience highlights how strategic adjustments can significantly improve performance. By focusing on conversion-driven tactics and allocating budget toward high-performing campaigns, DealerOn produced Digital Advertising strategies effectively building a highly productive lead generator.