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

About Dealer**On**

- 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

Booth 3493C

DEALERON @ NADA2018



MICHAEL DEVITO

Pave the Path to Purchase:
Turn Website Traffic Into Sales



GREG GIFFORD

The LEGO Master Builder's Guide
to Local SEO for Car Dealers

Say Hello To...



Will Perry

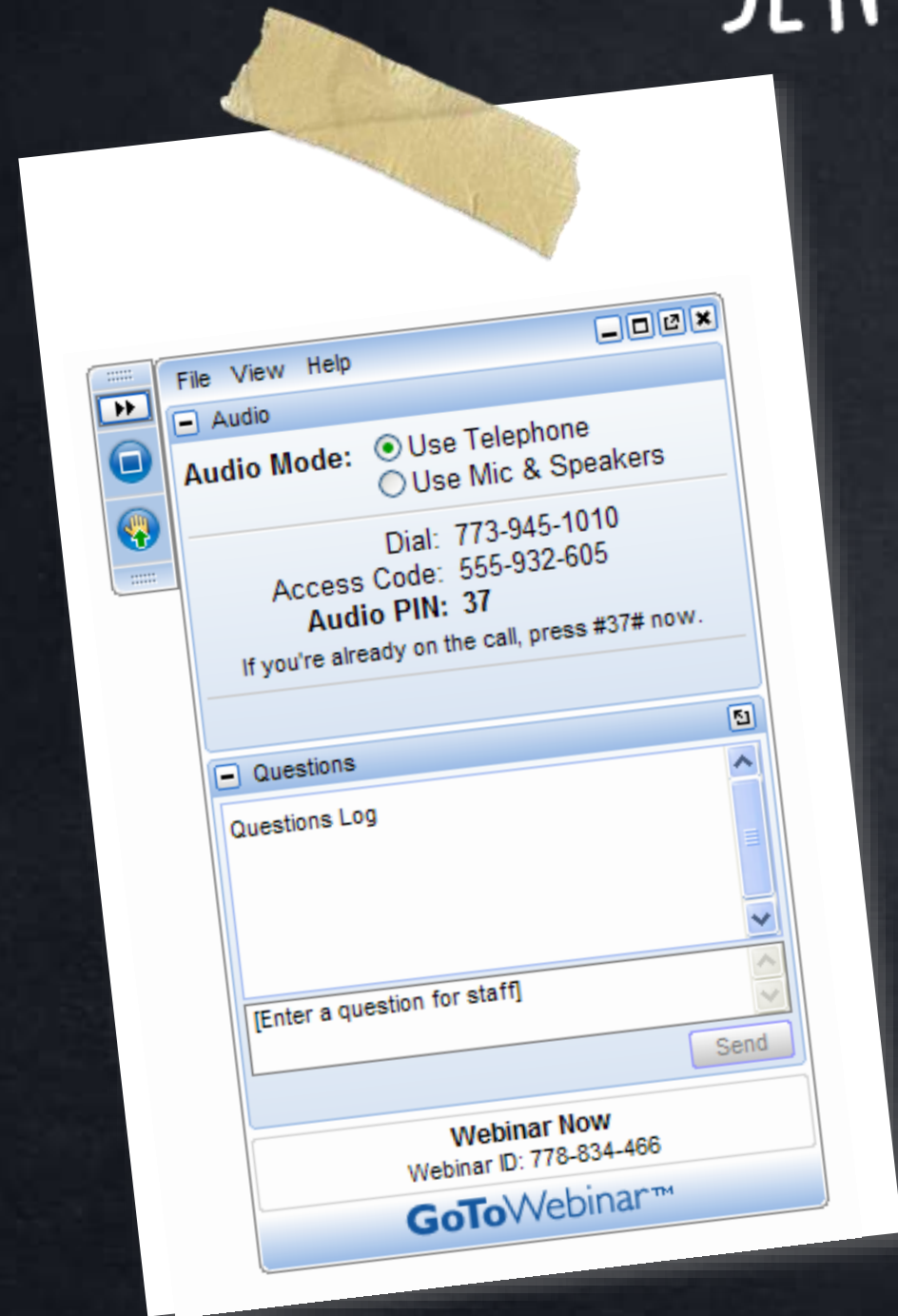
President of Ascendant Media Group / Drive Digital

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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

PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



**After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!**

Tweet Much?



@Dealeron

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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!**

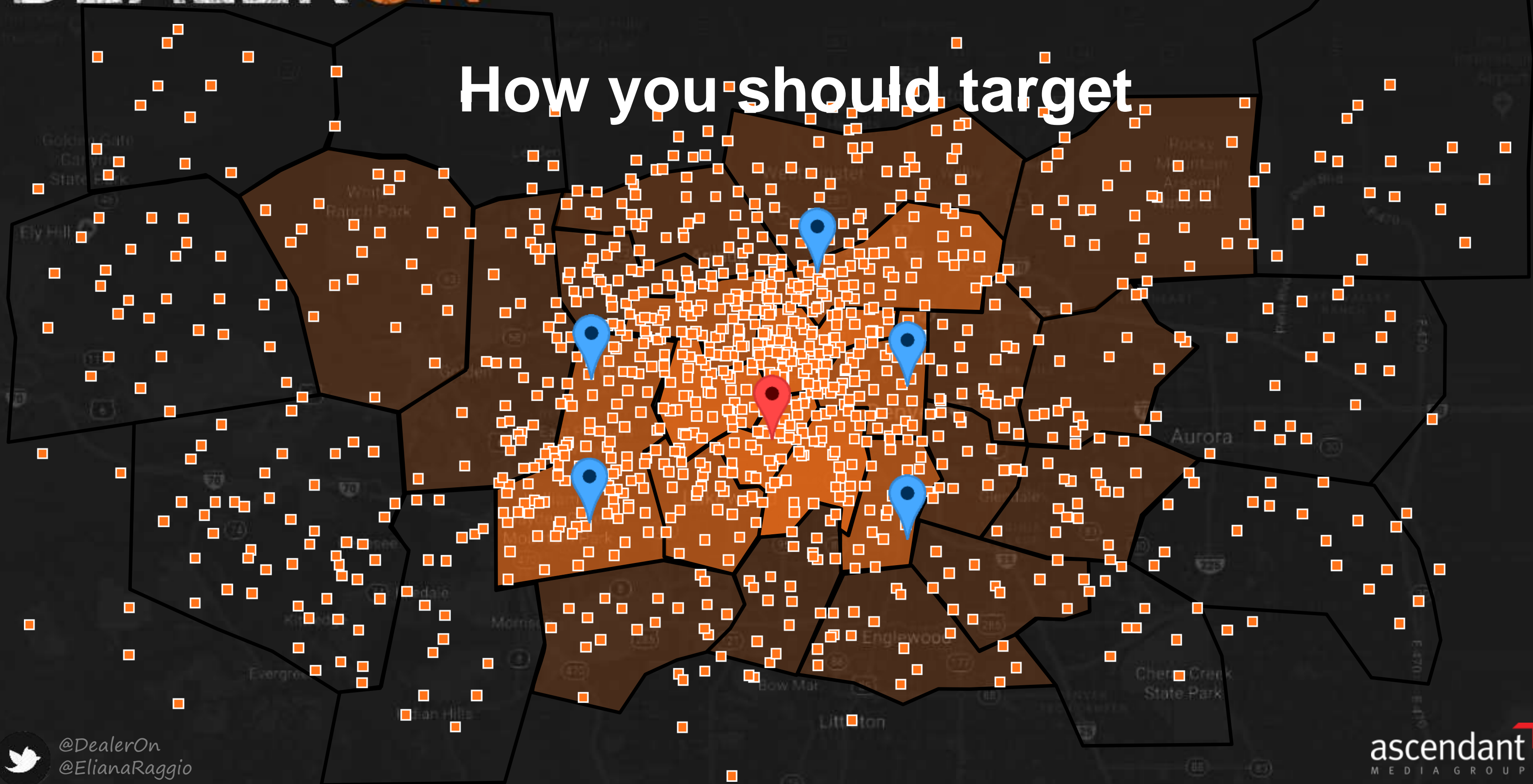


Do we understand the market – What are the obstructions, traffic choke points, how long does it take to get from point A to B

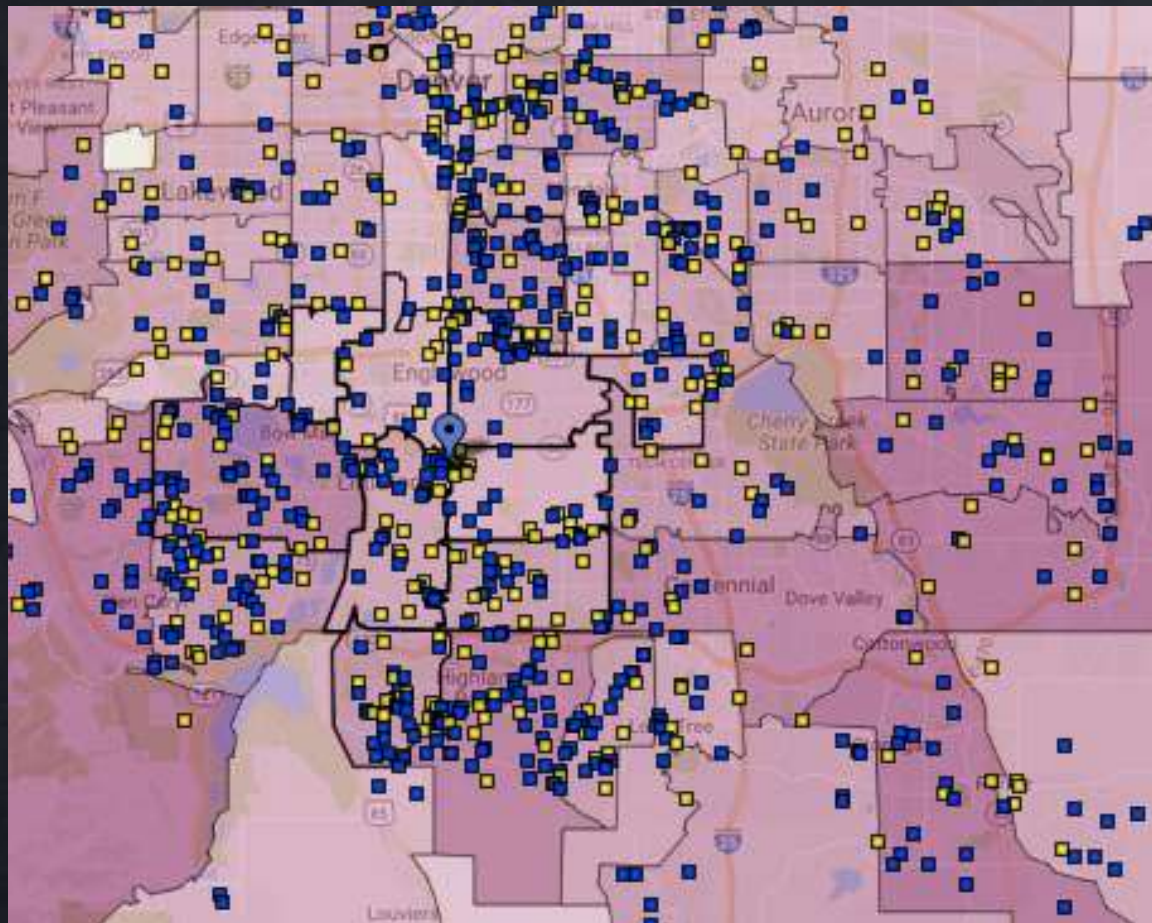
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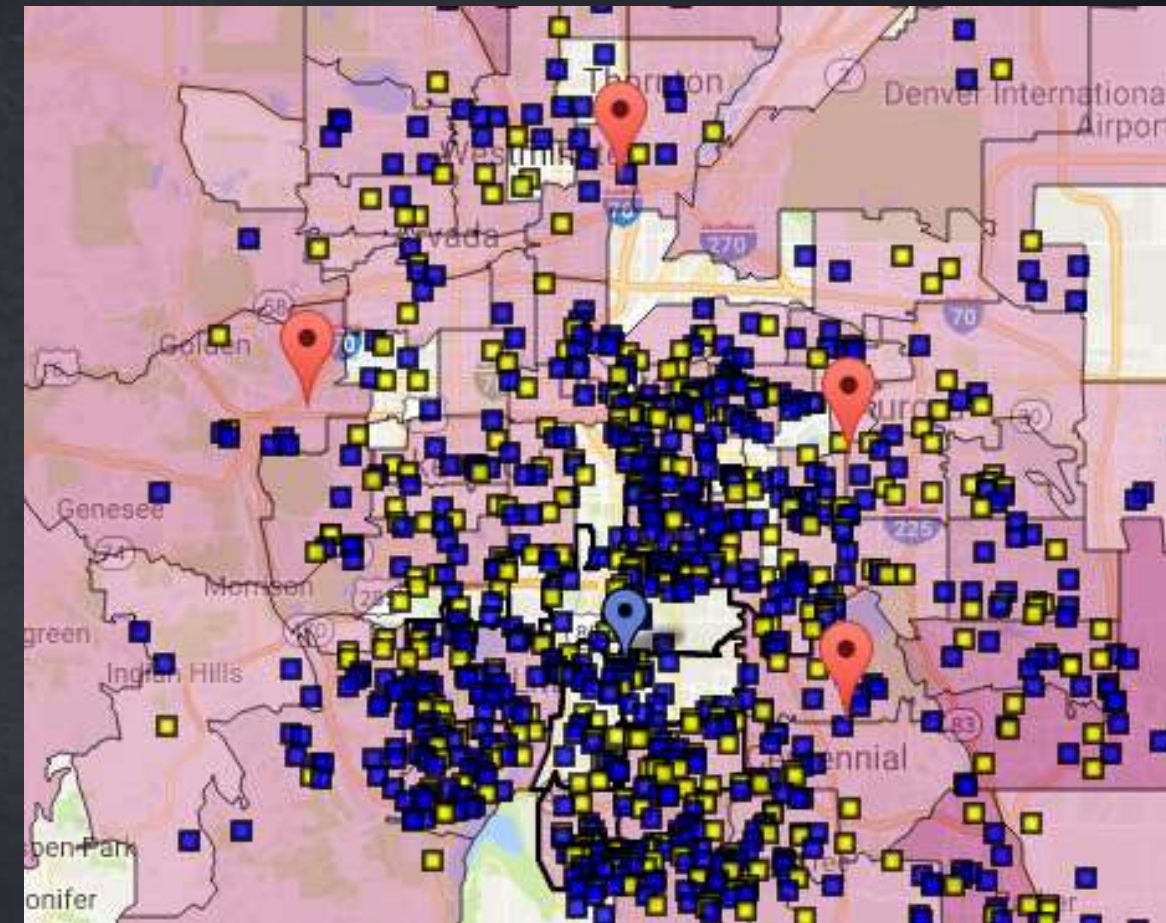
How you should target



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

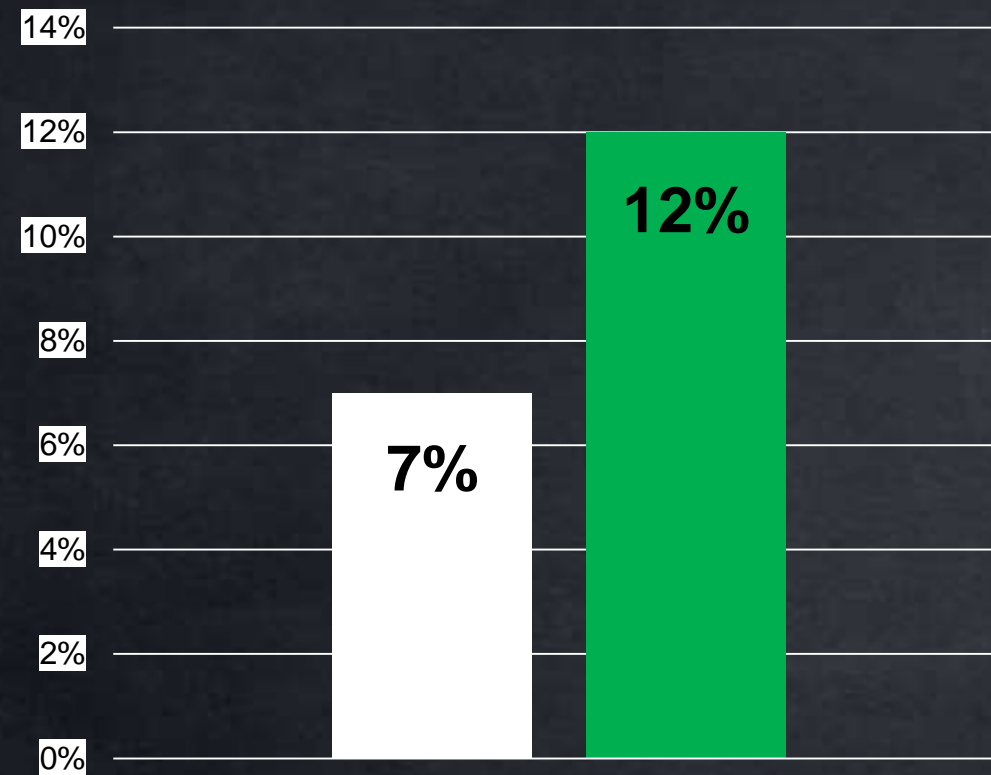
PPC rules are constantly changing and the need to consistently monitor and modify campaigns, targeting, cpc, and other aspects is one of the most important aspects of conversion optimization.



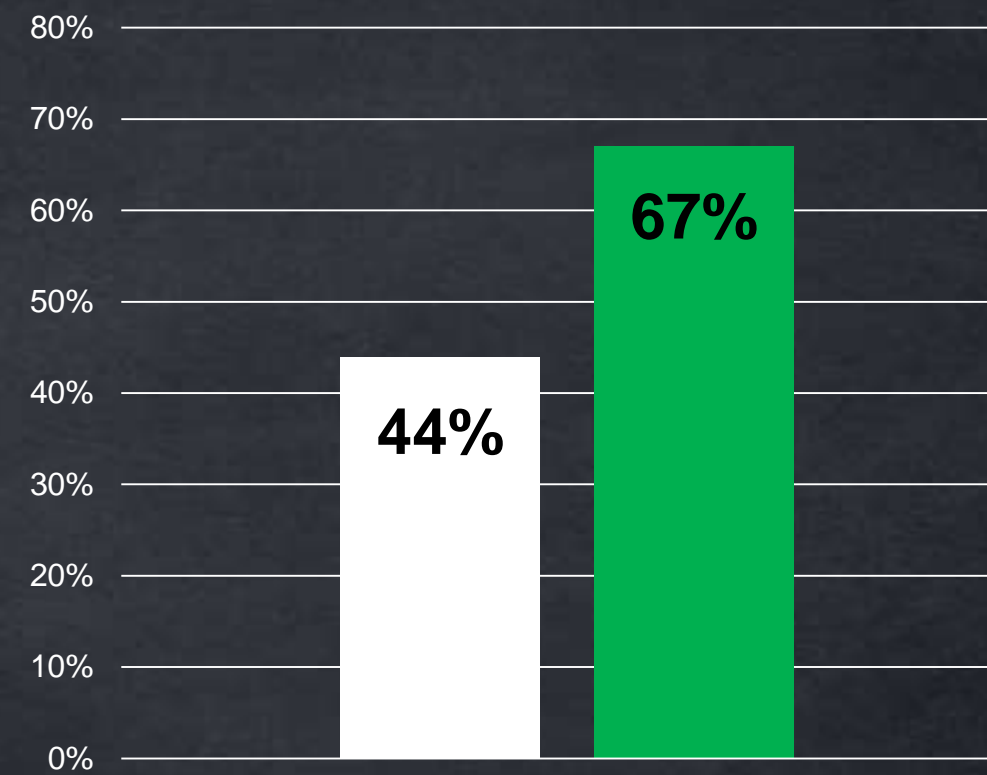
Competitive Analysis: Nashville

Provider A vs Provider B

Conversion Rate



Impression Share



90 days prior (A)

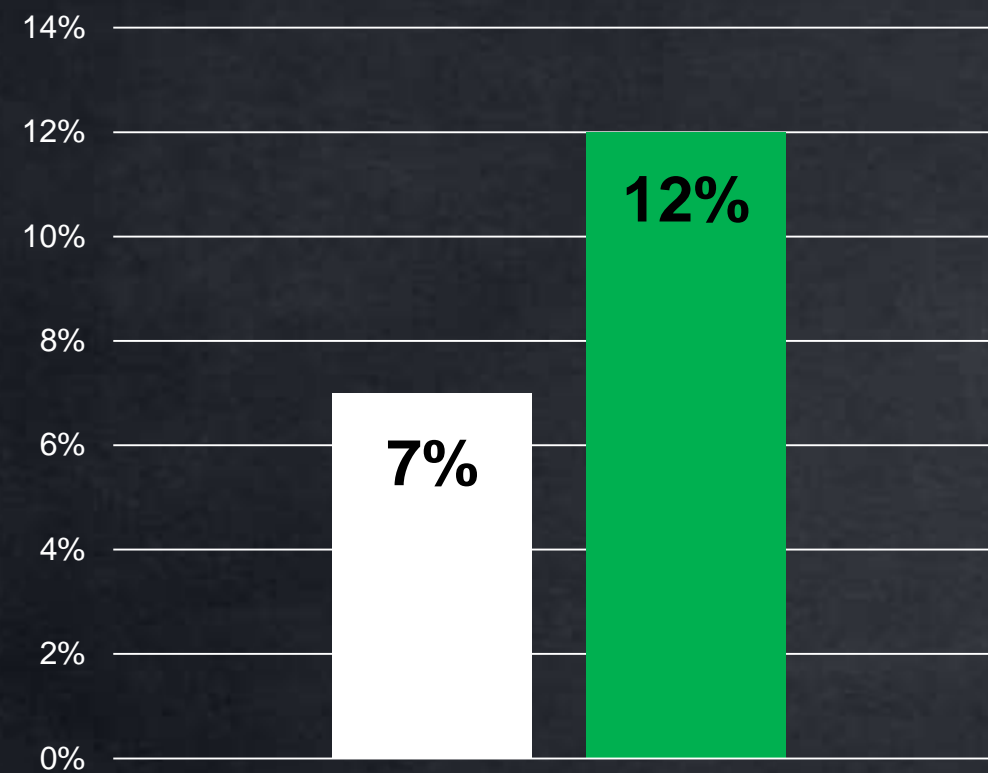
6 months Post (B)



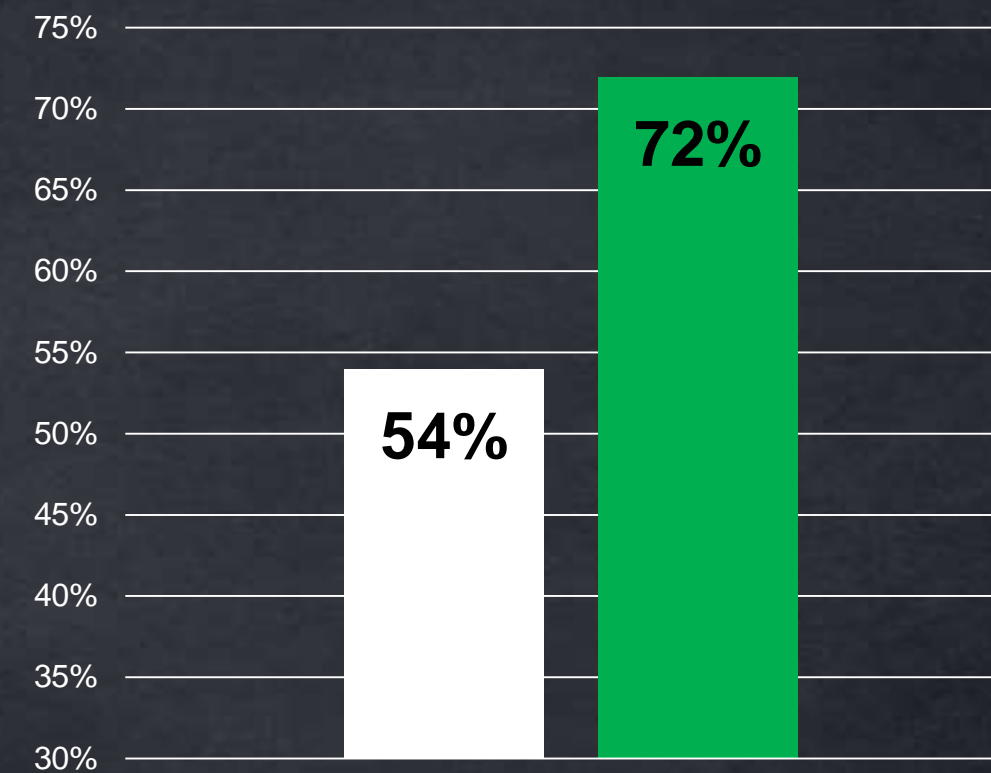
Competitive Analysis: Charlotte

Provider A vs Provider B

Conversion Rate



Impression Share



90 days prior (A)

6 months Post (B)

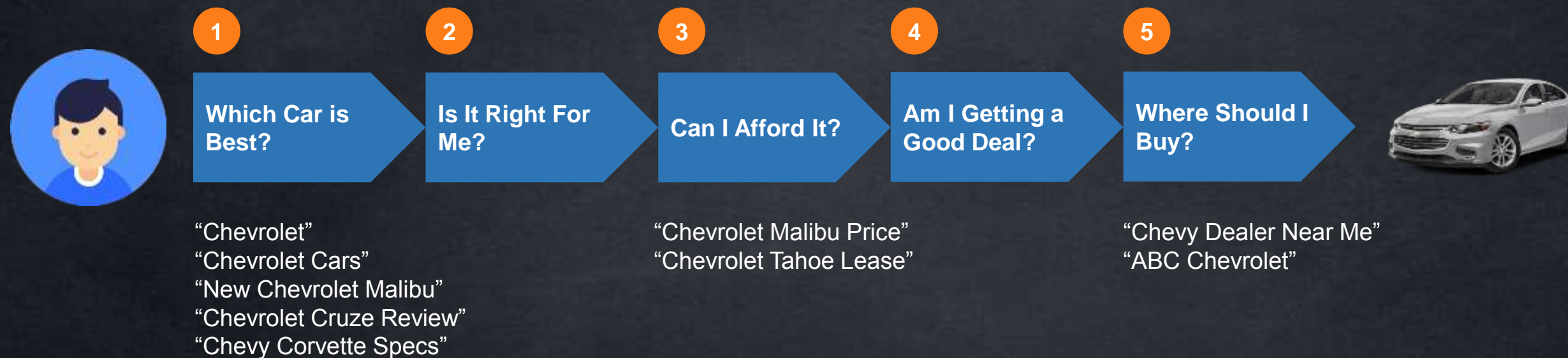


POLL QUESTION



Keywords: What others do

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

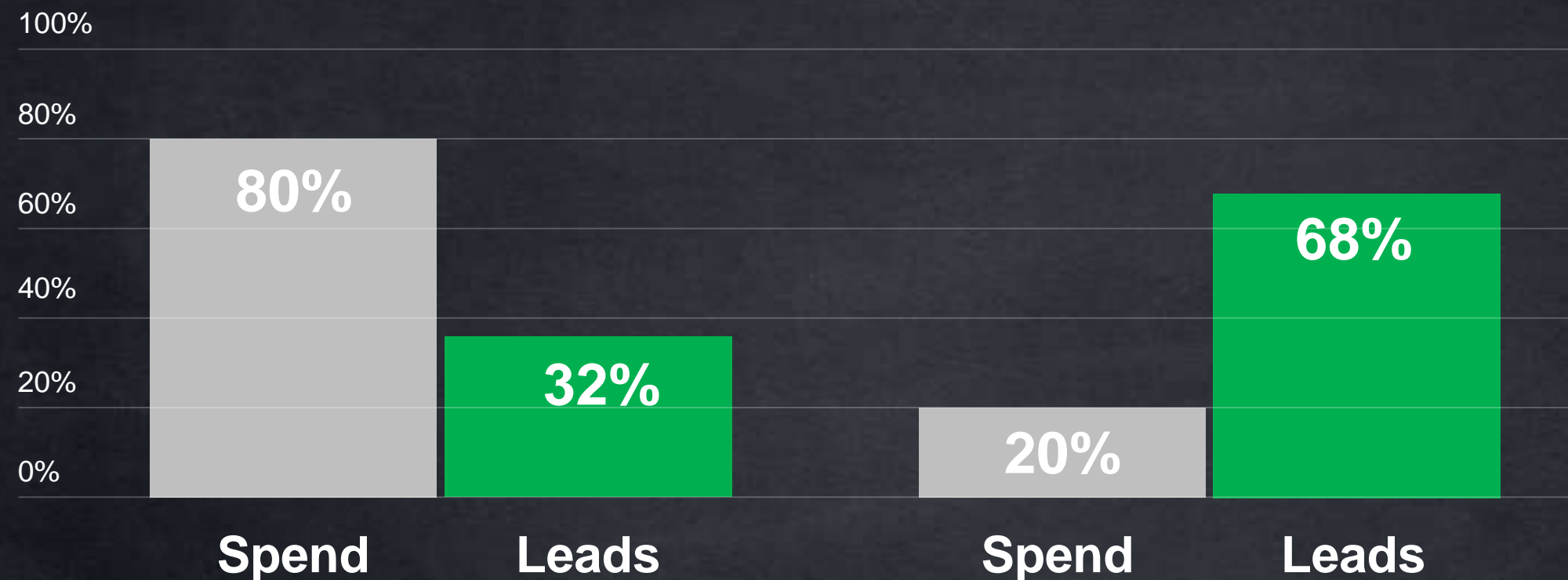


How effective is this, really?



Keywords: The Data

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



2x
Leads for
1/4 of the
spend



- 1
- 2
- 3
- 4

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

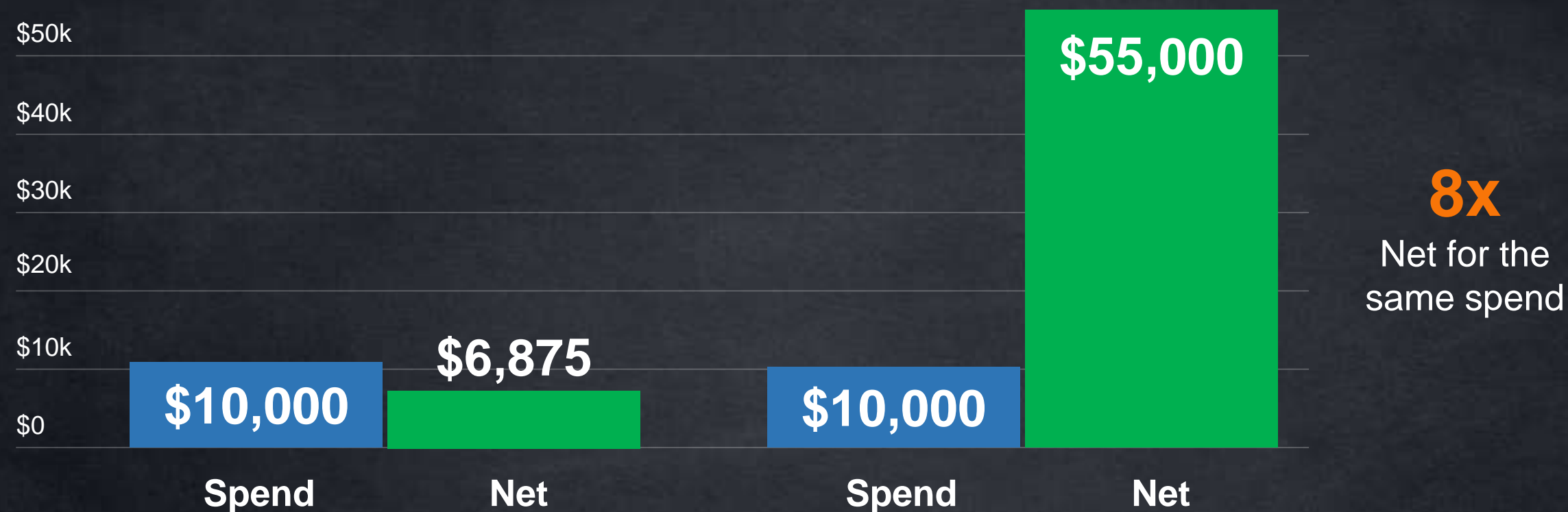
- 5

Where Should I Buy?



Keywords: The Data

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



- 1
- 2
- 3
- 4

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

- 5

Where Should I Buy?



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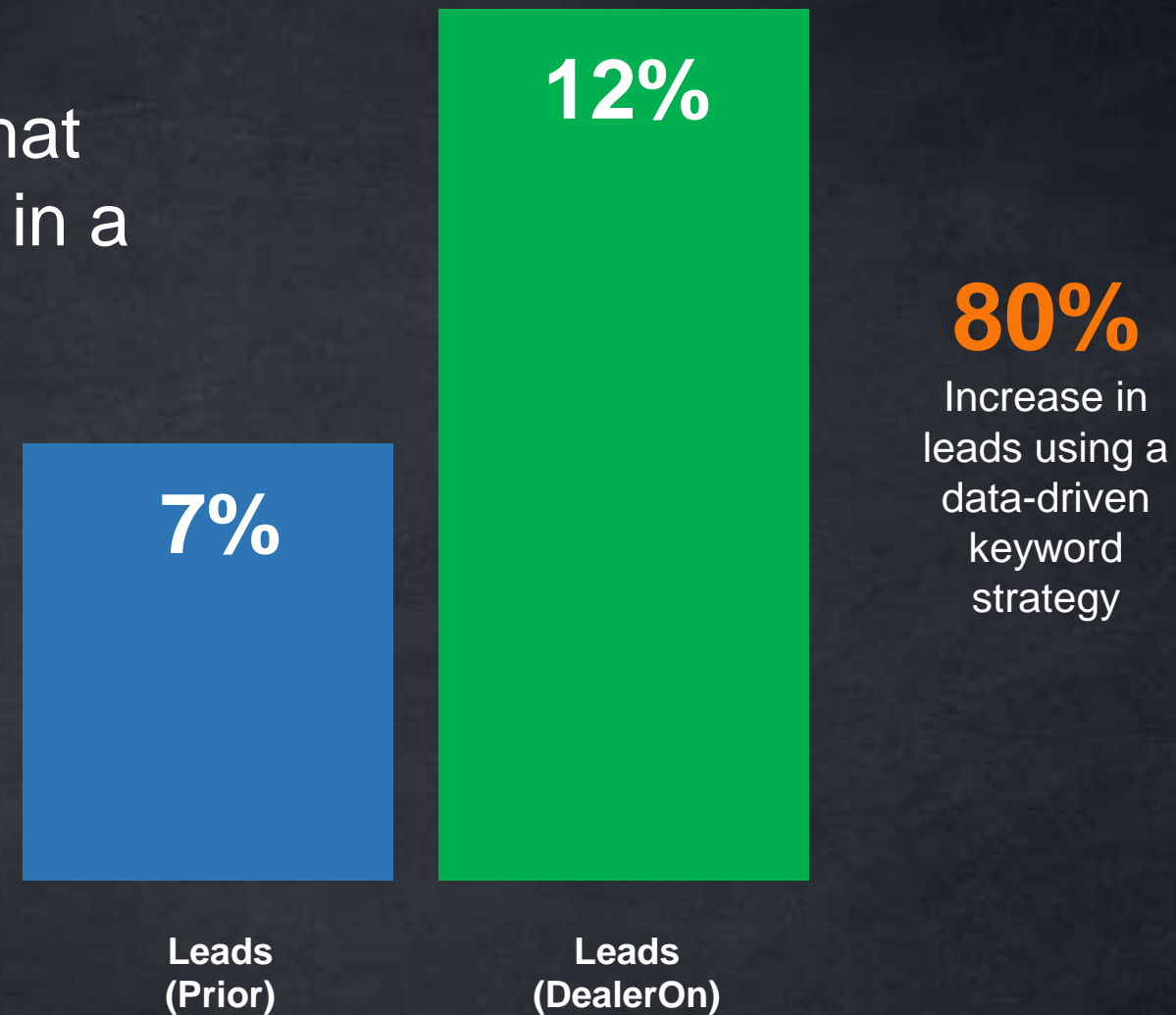
How can we be more effective?

- 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.



5

Where Should I Buy?



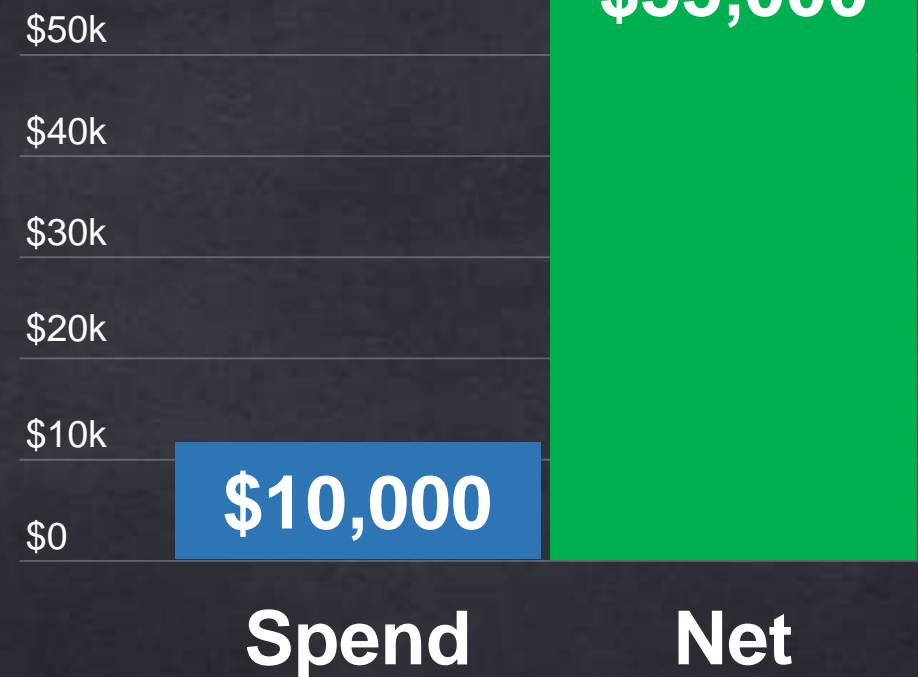
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Keywords: What You Should Do

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%.



80%

Increase in net from the same spend, using a data-driven keyword strategy



5

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

Display URL Domain	Impression Share	Avg Position
You	79.12%	2.5
Competitor T	59.89%	2.1
Competitor B	57.97%	3
Competitor F	39.29%	4.9
Competitor H	34.07%	4.3
Competitor A	31.87%	7
Competitor R	29.67%	4.3
Competitor N	26.37%	2.5
Competitor Y	18.96%	2.9



ZIP Depletion

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

Display URL Domain	Impression Share	Avg Position
You	84.16%	1.6
Competitor B	57.43%	2.2
Competitor F	31.68%	3.4
Competitor A	24.75%	5.4
Competitor H	24.75%	3.4
Competitor T	18.81%	7



ZIP Depletion

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

Display URL Domain	Impression Share	Avg Position
You	100%	2.5
Competitor B	100%	3
Competitor H	84.38%	4.2
Competitor T	62.50%	4.2
Competitor A	56.25%	6.9
Competitor F	50%	3.9
Competitor G	40.63%	3



Mobile Discussion

Focus on the details

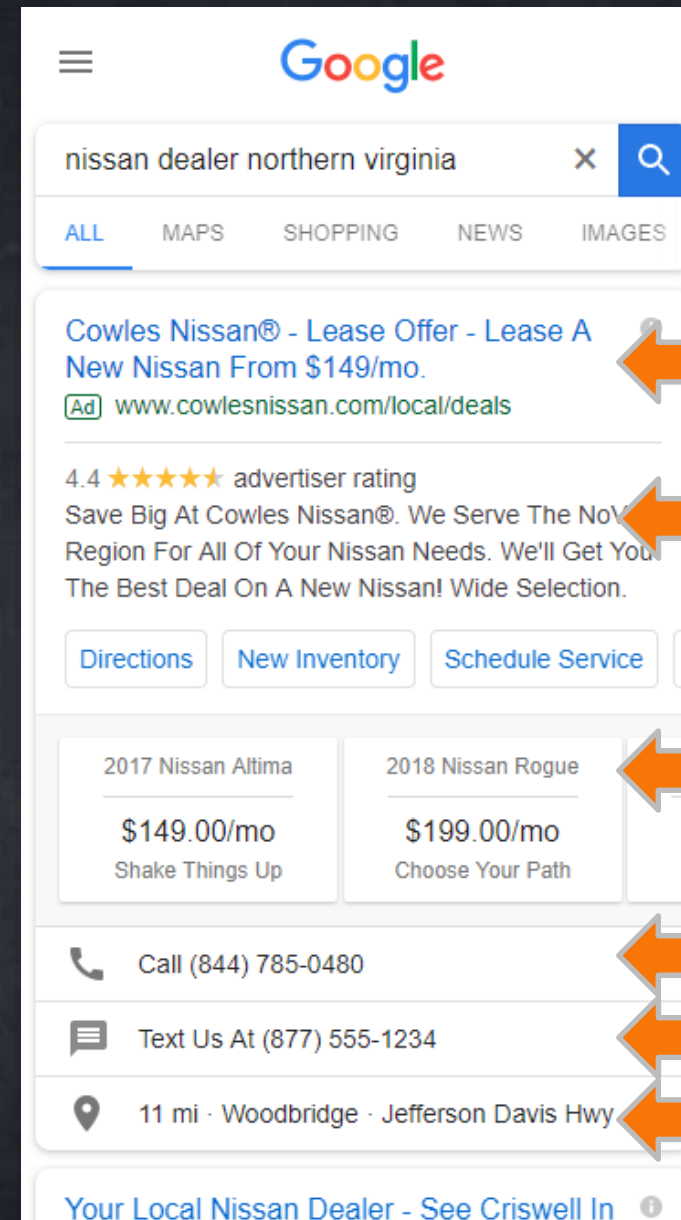


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Optimize your search ads for mobile

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](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



PRIZE ALERT



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Today's Expert



Will Perry

President of Ascendant Media Group / Drive Digital

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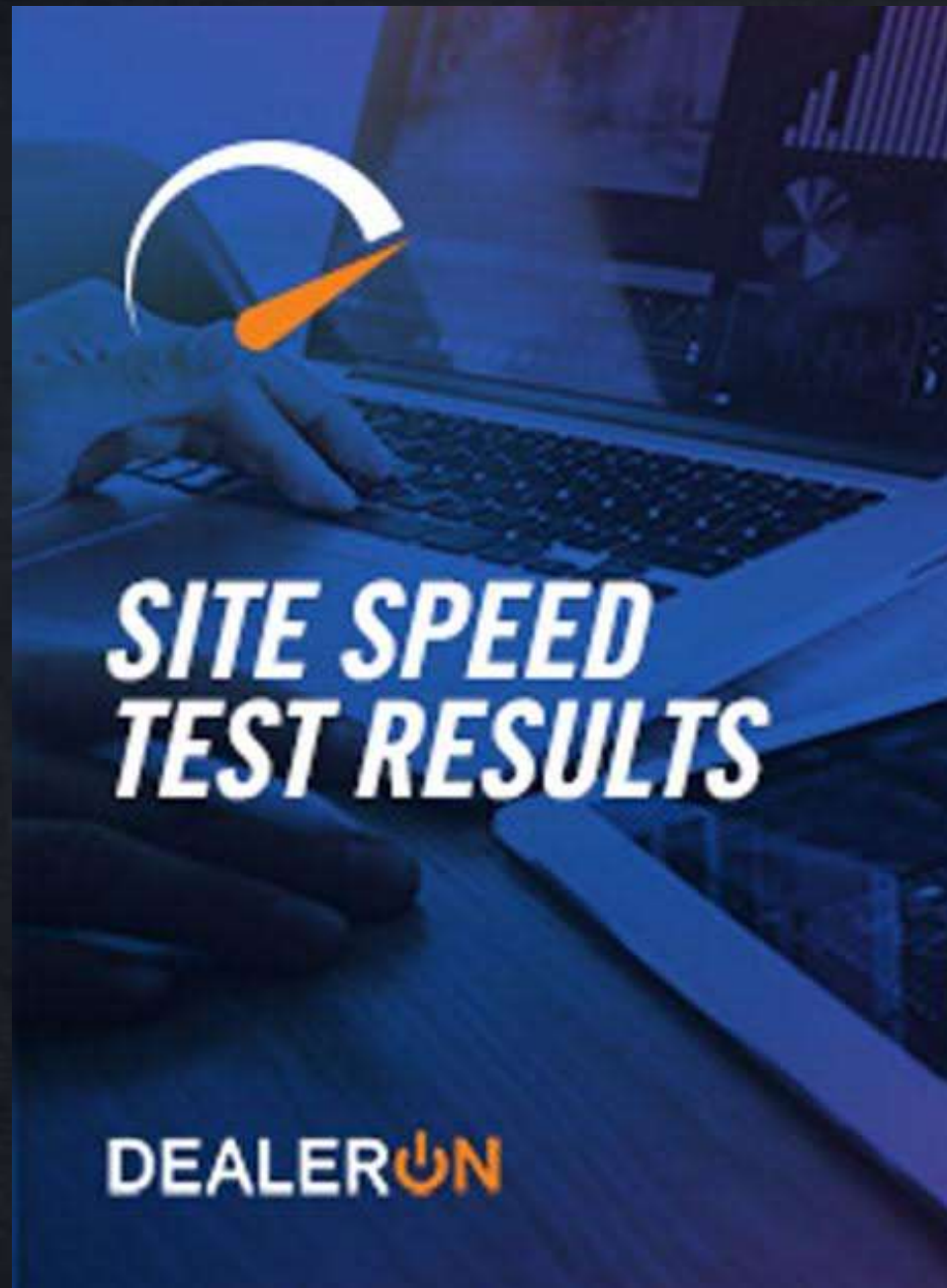
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**Pave the Path to Purchase:
Turn Website Traffic into Sales**



**The Lego Master Builder's Guide to
Local SEO for Car Dealers**

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Thursday, Mar. 22 12pm EST / 9am PST

The Roadmap to Awesome Automotive SEO in 2018



Steve Shackelford

SEO Manager at DealerOn, Inc

