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

About Dealer**On**

- **DrivingSales Top Rated Website Provider, 2011 - 2017**
  - ✓ <u>Only</u> 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%**

SEND IN YOUR QUESTIONS
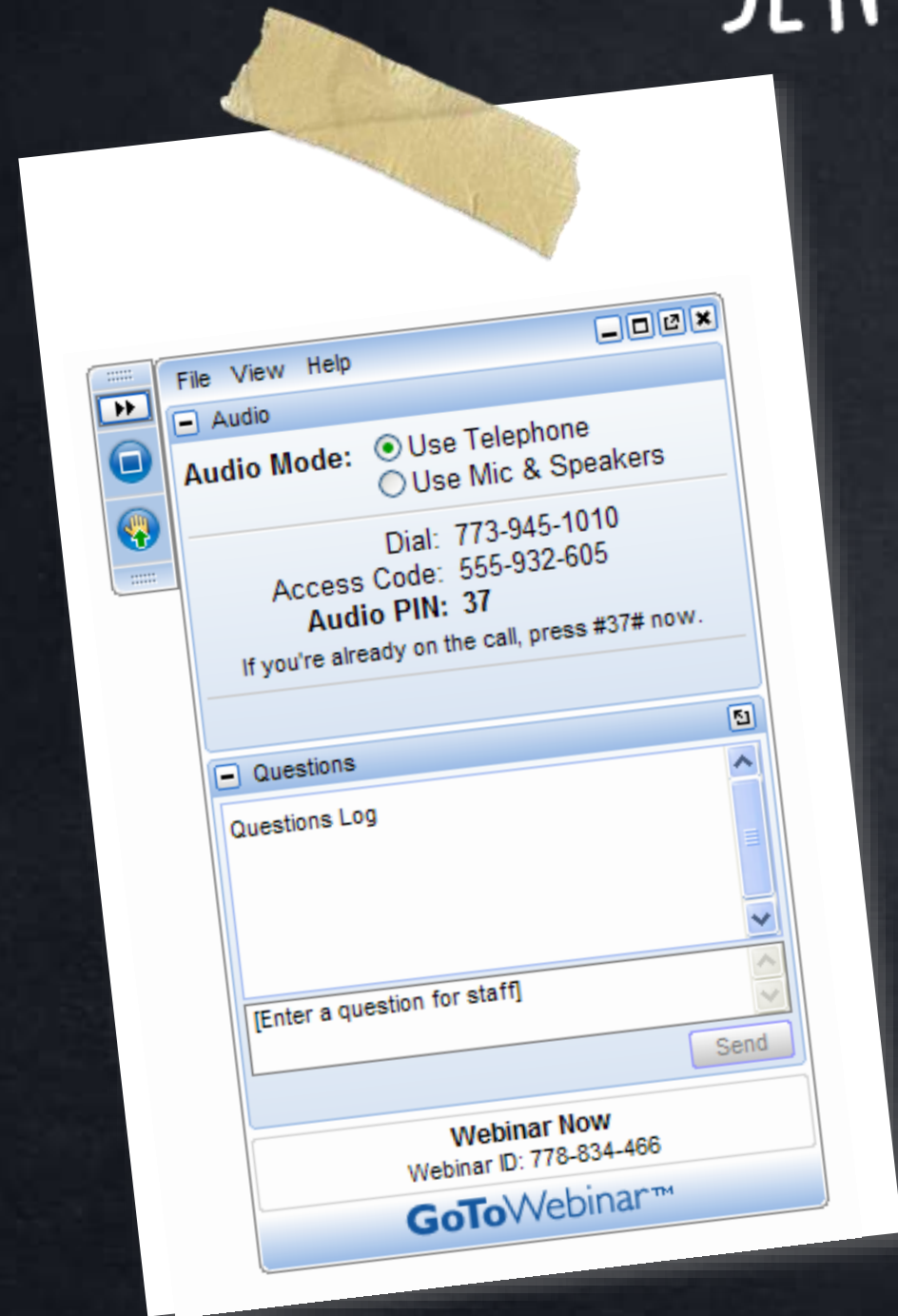
- If you have questions during the presentation, please submit them using the "Questions" feature

- 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 SHOW

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

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?

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.
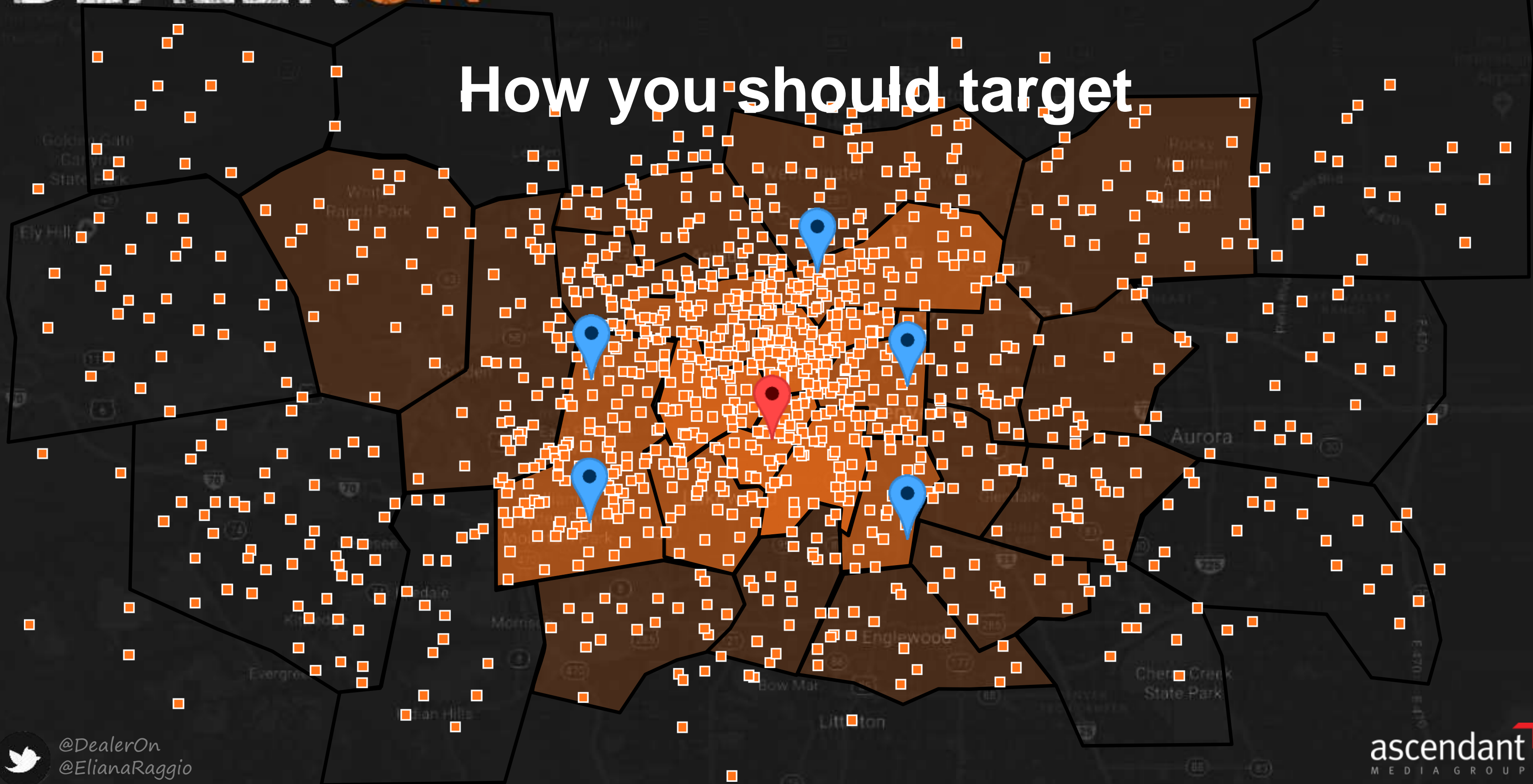- Refine, Analyze, Repeat, Refine, Analyze, Repeat.
- Repeat, Repeat, Repeat!

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How you should target

Real-World Example
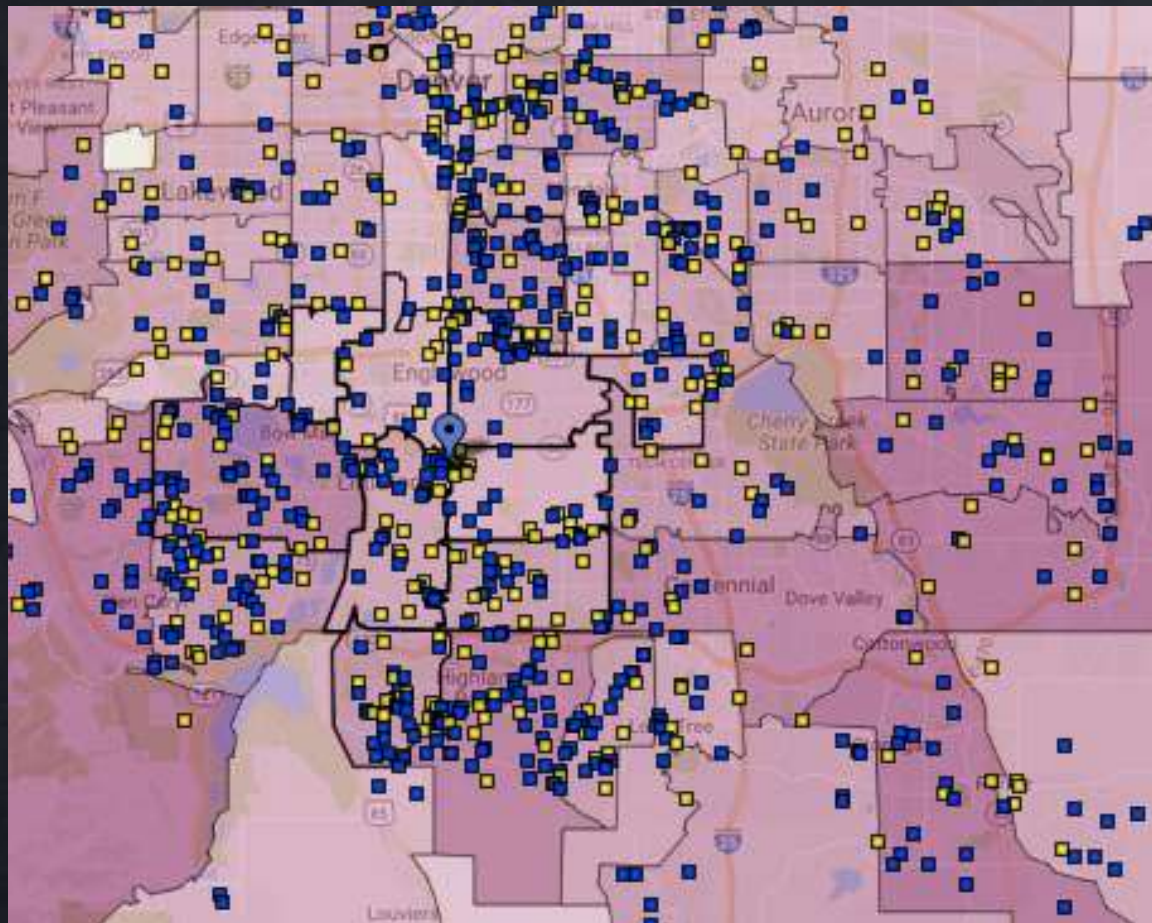
The Market Before
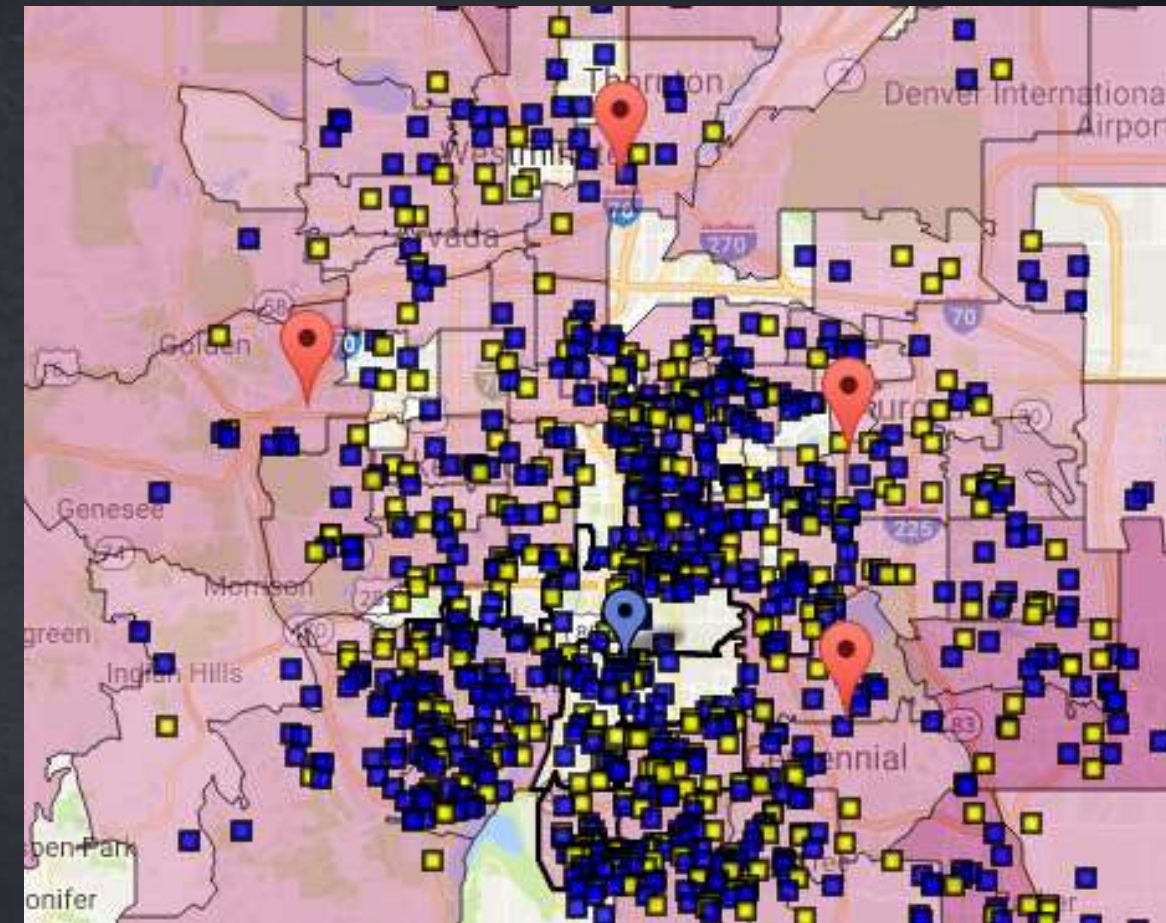
Post-Implementation

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.
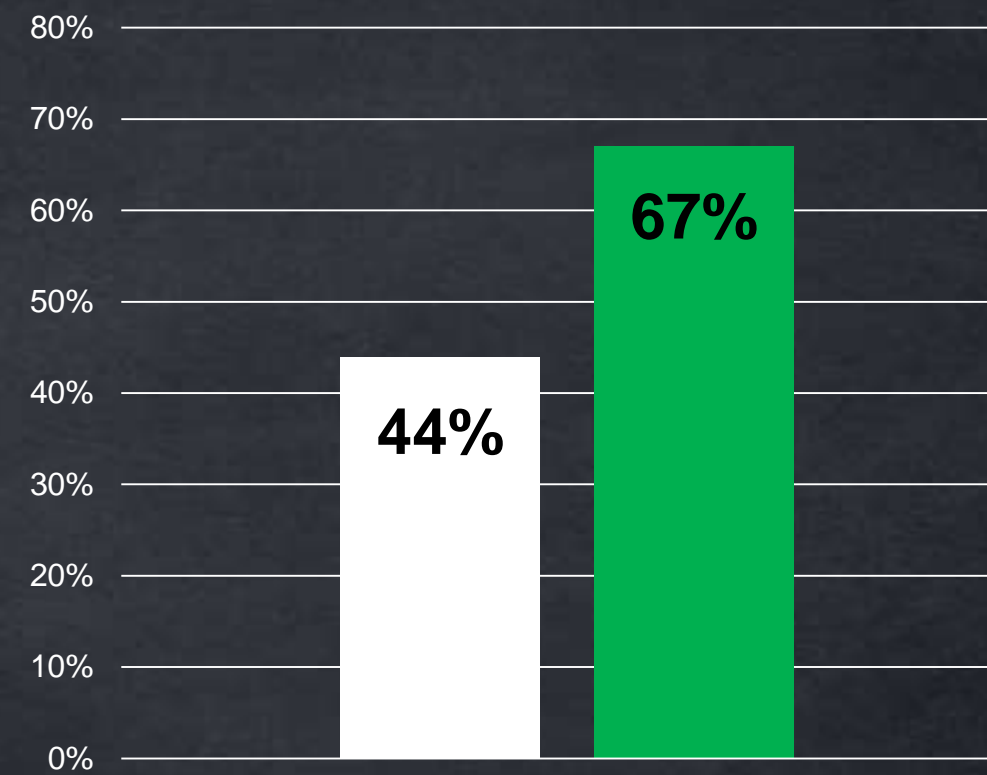
Keywords: What You Should Do

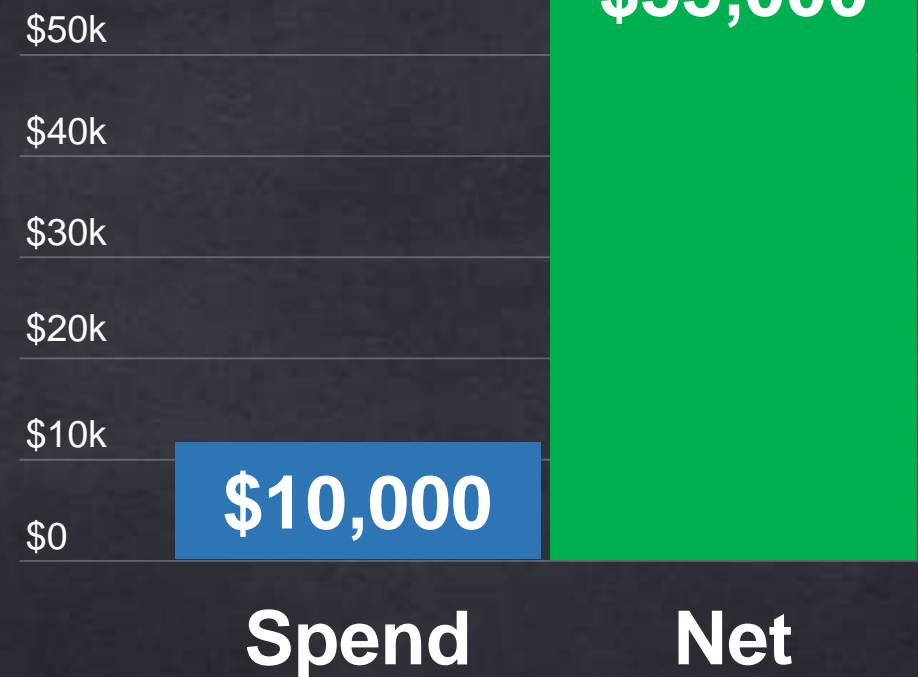We emphasize buying keywords that drive leads and sales. This results in a multiplier effect on net profit.

12%
Leads (DealerOn)

7%
Leads (Prior)

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

$50k
$40k
$30k
$20k
$10k
$0

$99,000

$55,000

$10,000

Spend   **Net**

80%
Increase in net from the same spend, using a data-driven keyword strategy

5

Where Should I Buy?

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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

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

Optimize your search ads for mobile

Get more conversions with your mobile ads

Elements of a well-optimized mobile search ad
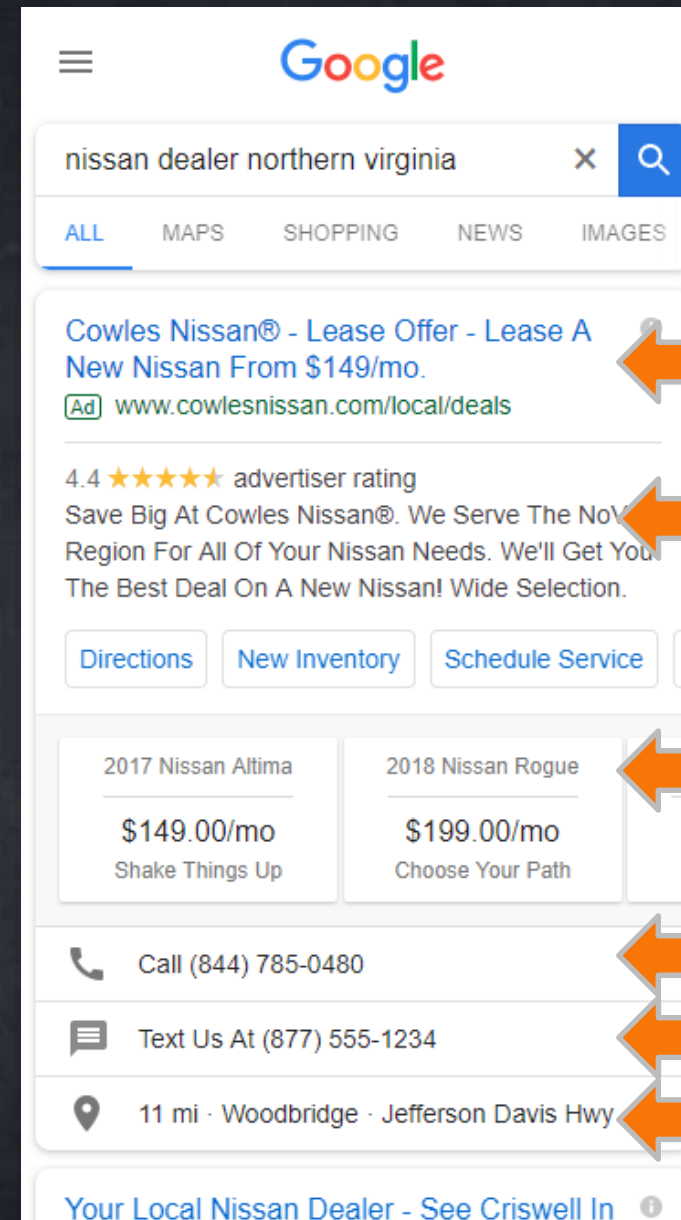
Top Ranking in Mobile (Tier 3)

Relevant Ad Copy

Pricing Extensions

Click to Call

Click to Message

Location Extensions

@DealerOn
@ElianaRaggio

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/