

The Advertisers

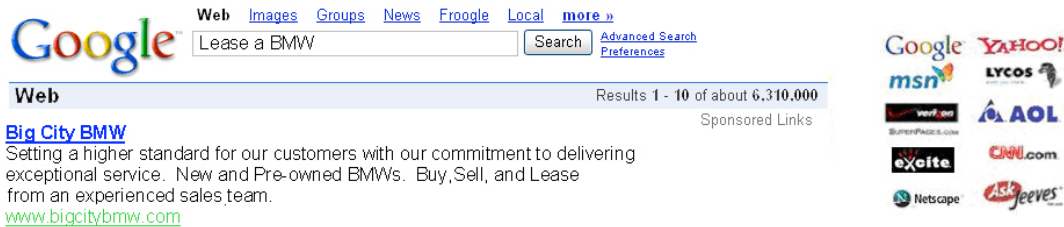
The advertisers used in this case study are 3 dealerships in California, Georgia, and Louisiana (a Dodge, a BMW, and a Mercedes dealer).

I have confirmed at least 5 auto sales last month that came through The LocalZing platform totaling \$7,000 in gross profit. Not to mention, we received numerous parts and service customers. Now customers are able to find our dealership on Google, Yahoo, and others when they are searching for a "Dodge Dealership" or "Durango Parts." This is different than the Internet leads we buy because these are customers who are seeing our dealership directly on the search engines and are dealing with us in "real-time". We achieve a better ROI than with most lead services from Internet sales while also promoting our dealership brand directly on the Internet for people who will be buyers later. Our phone is ringing with various people contacting us from the Internet just as they would with the phone book. The calls we receive are raw and unfiltered, but the ROI is there. – Internet Marketing Manager, Dodge Dealership (this dealership is in a small city and spends just under \$700 per month)

I will not give a testimonial... This service has been so beneficial for our dealership that I do not want my competitors to use this service! – Operations Director, Mercedes Dealer

The Problem

These auto dealers were relying entirely on Internet lead generation companies to capture potential customers online.



The Solution

The LocalZing platform placed sponsored listings at the top of Google, Yahoo, AOL, MSN and other search engines in order to augment lead buying for these dealerships. This would ensure that each advertiser would prominently appear for thousands of search queries that matched their dealership brand AND geographic area (ex. "Southern California BMW dealer"). Each dealership would be displayed to people in (or inquiring about a vehicle in) those locations. Most importantly, The LocalZing platform used a patent-pending system to track phone calls, e-mails, finance forms, and online inquiries that resulted from the advertisement in an easy to read report.

The Result

The three campaigns received an **average of 1547 site visits**, generated an **average of 216 calls** to each dealership, and an **average of 29 forms submitted** through the dealer site. The campaigns yielded target leads for the dealership from the Internet, while "brand marketing" the dealerships to local car shoppers on Google, Yahoo, AOL, MSN, and SuperPages Internet Yellow Pages.

BMW Dealer 1 Month Campaign		Mercedes Dealer 1 Month Campaign		Dodge Dealer 6 weeks Campaign	
Budget	\$2,000	Budget	\$3,000	Budget	\$1,250
# of Visits to Web site	1383	# of Visits to Web site	2224	# of Visits to Web site	1034
Cost Per Site Visit	\$1.45	Cost Per Site Visit	\$1.35	Cost Per Site Visit	\$1.21
# of Tracked Ph. Calls	271	# of Tracked Ph. Calls	256	# of Tracked Ph. Calls	121
# of Online Quote Forms	52	# of Online Finance Quote	13	# of Online Contact Forms	22

For additional information, please contact: