

The Results

148

Trade-In Evaluator Leads

51

Scheduled Test Drives

20

Claimed Offers

210

Total Leads Generated

The Situation

A Chevrolet dealership wanted to track how successful their advertising campaigns were at generating leads.

The Solution

The sales and marketing manager used The Conversion Cloud® to convert prospects into leads, capture their contact information, and report on the campaigns that drove conversions. **They launched the trade-in evaluation module (Best Price Now), test drive scheduling module (Schedule Genie™), and the offer promotion module (Concession Manager™) on their website to capture lead information and engage prospects.**

Insights

Through Clarity Attribution reporting the dealership was able to identify their top two lead sources: **21% of leads came from advertising campaigns, and 18% of leads came from Google organic search results.** This gave the dealership the data they needed to allocate their marketing budget towards the channels driving the most leads for their business.



* Results based on usage between 5/21/2020 - 4/21/2021