

Kia Dealership Generates 553 Leads

The Results

232

Trade-In Evaluator Leads

212

Scheduled Test Drives

109

Claimed Offers

553

Total Leads Generated



* Results based on usage between 1/10/2020 - 5/10/2021

The Situation

A regional Kia dealership wanted to increase the number of leads generated from their digital marketing campaigns, increase foot traffic, and qualify leads for their sales team.

The Solution

The dealership launched lead capture modules in The Conversion Cloud to generate new leads, schedule test drives, and pre-qualify prospective car buyers. **The sales and marketing team used: Best Price Now, a trade-in evaluation module, Schedule Genie™, a self-scheduling module, and Concession Manager™, an offer promotion module,** to convert the dealership's website visitors into leads and test drives. **This strategy helped the sales and marketing team generate 553 new leads** from their existing digital marketing campaigns.