

Honda Dealership Generates 836 Leads

The Results

387

Trade-In Evaluator Leads

196

Scheduled Test Drives

253

Claimed Offers

836

Total Leads Generated

The Situation

A Honda dealership located in Burlington, WA contracted a marketing agency to promote their dealership online through digital campaigns. They invested heavily in Google and Facebook advertising within the first month of their campaign and wanted to track how successful the agency was at generating leads for their dealership.

The Solution

The sales and marketing team at the Honda dealership launched The Conversion Cloud® platform on their website. They used the platform's lead generation tools to engage prospects and capture contact information from their website visitors. **They leveraged the Clarity Attribution Reporting module to track the marketing channels generating the most leads, the location their leads came from, and how many times a lead visited their website.** They used this information to allocate their marketing budget throughout the year and create more effective location targeting strategies across their Google and Facebook ad campaigns.





The Strategy

The dealership's marketing team added three lead generation modules to the dealership website: **Best Price Now**, **Schedule Genie™**, and **Concession Manager™**.

Custom Trade-In Values

They used **Best Price Now** to capture the contact information of prospective buyers who wanted to know the value of their trade-in. The Best Price Now module allowed the dealership to reference J.D. Powers trade-in values along with their valuation settings to customize the trade-in values for their dealership.

Scheduling Test Drives

The dealership used Schedule Genie™ to schedule test drive appointments with their sales team. In August 2020 they used Concession Manager™ to promote the test drives by offering an Amazon gift card to prospects who scheduled a test drive. The Conversion Cloud platform captured the contact information of leads who claimed the gift card offer and scheduled a test drive. **This strategy helped the dealership schedule 135 test drives from August 2020-May 2021.**

Promoting Specials to Capture Leads

The marketing team promoted four different offers throughout their campaign to entice prospects to come to the dealership and give the sales team their contact information. From discounted service appointments to online shopping discounts and gift card incentives **the dealership was able to capture and qualify 253 new leads using Concession Manager.**

Insights

Tracking the Impact of Advertising

Through the Clarity Attribution Reporting module the dealership was able to track the impact of their advertising investment on lead generation. 29% of the dealership's leads in The Conversion Cloud platform found the dealership's website from a paid advertising campaign. Agency advertising accounted for the largest percentage of leads per the first touch in the platform. Clarity also revealed that 26% of the dealership's leads clicked on an agency ad campaign right before converting.

Location Tracking

Clarity showed the dealership the top three locations their leads came from (Everett, Bellingham, and Seattle) which helped the marketing team identify top cities to target in their campaigns.

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



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