

We achieved a
ROI 23x
by using Promolosity



MONTHLY AVERAGE

SALES

8 Cars Sold



front & back end gross
\$2,500 per car

+

SERVICE

41 RO's
with an average of
\$91 per RO



TOTAL GROSS

Average monthly total
gross combined is

\$23,731

ROI

ROI of 23X

Offer Site visitors

924 

Offer Site leads

106 

Offer Site visitor/lead
conversion rate

11% 

(Industry avg is 3%)

Cost per 1st party lead

\$9 

(Industry avg is \$25-\$35)

*We use other 3rd party lead providers, but the Promolosity leads end up being a cheaper cost per lead and have higher closing ratios because they are 1st party leads. As you know, **it's a numbers game – the more active, quality leads you can gather, the more you'll convert.** This store doesn't have a dedicated BDC to schedule leads to appointments, but the internet staff works diligently to contact the Promolosity leads to get these opportunities to the store. One note about how we evaluate our leads - most dealership's today are using what's called the "First Interaction Attribution Model", which assigns full credit of the sale to the first touchpoint in the marketing path. A more comprehensive way to evaluate marketing is the "**Linear Attribution Model**" which takes into account each touchpoint in the conversion path and assigns an equal credit to the sale. We follow this model and look at secondary referral source designations to track these multi-touch points of marketing within each customer's path to purchase at our store. This ultimately gives us a more accurate assessment of how our marketing campaigns work holistically."*

Joshua Hill, V.P. Marketing of the WB Auto Group