

We achieved a
ROI 15x
by using Promolosity



MONTHLY AVERAGE

SALES

6 Cars Sold



average front & back end gross
\$1,700 per car



SERVICE

24 RO's
with an average of
\$204 per RO



TOTAL GROSS

Combined total
gross revenue

\$15,096

ROI

ROI of 15X

Offer Site visitors

873

Offer Site leads

101

Offer Site visitor/lead
conversion rate

12%
(Industry avg is 3%)

Cost per 1st party lead

\$9
(Industry avg is \$25-\$35)

"My goal with using Promolosity is to help capture more of the ghost buyers that visit our dealership website and convert them to "active leads" for our BDC to set appointments. Our dealership website converts unique visitors to internet leads at 4%, which is a little higher than the national average of 2.7%, but our goal is continue to grow our base of "active lead" opportunities. The custom Promolosity offer website platform we use actual converts visitors to "active leads" at over 300% higher rate than our dealership website. Also, what is great about using Promolosity has been the plug & play use of their platform for this dealership - integration into our website, CRM, and social channels was fast and easy. The last thing we need here at the dealership is another cumbersome product to manage along with all the other systems used here each day. We signed up, turned the platform on and were generating leads right away. Last, we really like the service leads generated, as these help fill up hours for the service techs and keeps them busy."

Jesse Walker, Internet Marketing Director at Coral Springs Auto Mall