

Case Study: Pearson Auto Group – Lead Generation Improvement

19% Increase in Online Lead Generation

Quick ROI Summary:

- Reduced investment in websites by 34%
- Increased online customer engagement by 13%
- Increased qualified leads from websites by 19%
- Reduced cost per website lead by 45%

Scenario:

The Pearson Auto Group is a family of 11 successful auto dealerships, located in Central Virginia and Florida. Established in the auto industry for over 50 years, they know the importance of staying current in the marketplace. Recognizing that 80%+ of consumers today shop online for vehicles, Pearson Auto Group desired to continue moving forward and invest in a strong internet presence. As competition in the automotive marketplace became increasingly intense, it was critical for Pearson to market effectively online for the purpose of generating qualified leads.

As a means to improve online user experience and improve online lead generation for their dealerships, the automotive group decided to shift their websites to a new web platform, and undertook the project to develop new websites for nearly every dealership in the group. The goals for the new websites were 1) provide a better shopping experience online for customers, and 2) generate more qualified leads.

Marketing:

WebStrategies managed the project to convert the websites to a new platform. Focus was placed on presenting a credible, intuitive graphic design and layout, along with a focus on usability. Web analytic metrics were put in place to measure impact. 90 days after launch of the new websites, website visitor engagement rates (measured by the percent of website visitors who browsed through online inventory), climbed by 13%. Those were great results, but there was more to do.

The next phase of the project sought improved lead generation. WebStrategies conducted an extensive research into the top performing automotive websites nationally as a means to identify additional methods to improve online lead generation. From this research several additional opportunities arose to achieve our objective. New features were added to the websites to increase visitor engagement and lead generation. 90 days after integrating these additional features, lead generation from the websites increased by 19% from prior year.

Results:

In the end, Pearson achieved its objectives of better user experience on their websites and an increase in qualified leads. Moreover, combined with a decreased financial investment in the new website platforms, cost per website lead decreased by 45% from the prior year.