

AUTOMOTIVE CASE STUDY

Rentschler Chrysler Jeep Dodge



Rentschler Chrysler Jeep Dodge

sought the partnership of Netsertive, an elite Google SMB Premier partner and certified FCA digital marketing provider, to develop and manage a highly targeted, and differentiated digital marketing campaign through its StreetWise™ solution.

Digital Marketing Helps Rentschler Chrysler Jeep Dodge Boost Web Conversions by 43%

Challenge

Rentschler Chrysler Jeep Dodge had been utilizing the services of one of the largest digital marketing vendors serving automotive dealers, but was unsatisfied with their campaign results, which failed to highlight the uniqueness of the dealership. The vendor was not helping Rentschler to stand out among other local competitors.

Competitors, using the same vendor, were guided to run an identical campaign that was very standard and cookie-cutter with the same ads and messaging used for Rentschler's digital marketing. Rentschler was desperately looking for another digital marketing partner that would provide a more effective digital marketing strategy centered around differentiating their dealership and their unique selling proposition from its local competitors.

"Netsertive has proven with our campaign that we need to drive quality traffic and customers to our website where we need it most, to equip us with the sales opportunities to close. It is not about quantity."

Greg Rentschler, Sales Manager at Rentschler Chrysler Jeep Dodge

Solution

In 2015, Rentschler sought the partnership of Netsertive, an elite Google SMB Premier partner and certified FCA digital marketing provider, and asked Netsertive to develop and manage a highly targeted and differentiated digital marketing campaign through its StreetWise™ solution.

Netsertive's StreetWise™ for Automotive Dealers empowers local dealerships to outsmart the competition through data-driven insights that deliver qualified customers and more sales opportunities. StreetWise leverages a proprietary digital marketing platform that learns 24 x 7 from the successes of hundreds of dealerships to give you the upper hand to win your market.

Netsertive's Digital Marketing Intelligence helps Rentschler Chrysler Jeep Dodge

CORE

Target the most strategic inventory and services in the market area they desired to own.

VISIBILITY

Stay in front of the most qualified in-market buyers with the most relevant messages, in the highest frequency across all devices and online interactions.

ADVANTAGE

Leverage Technology + People. Netsertive's knowledgeable staff plus proprietary digital marketing intelligence platform learn from hundreds of dealerships and translates it back, giving the upper hand to each individual dealer.





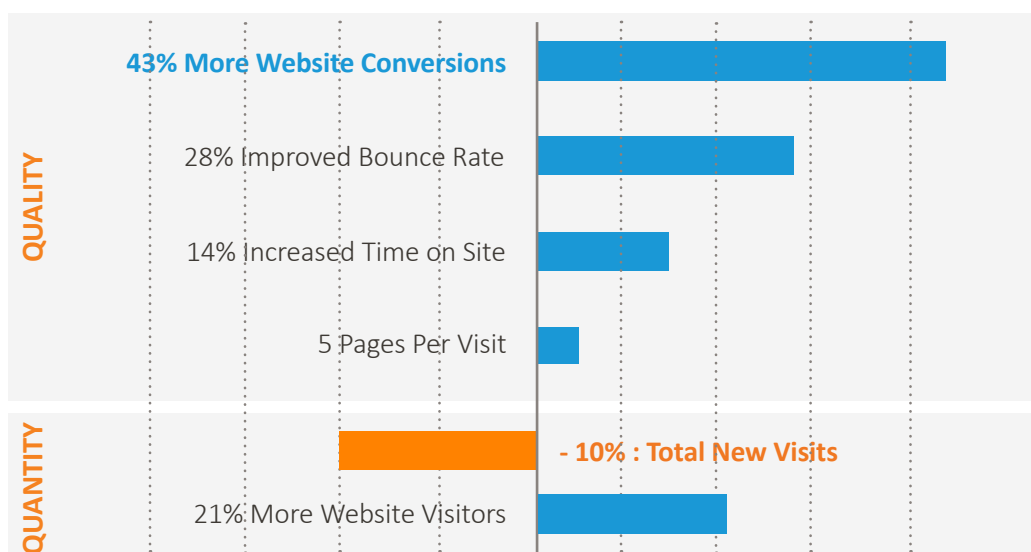
Netsertive drives quality traffic.

Comparing Q1 of 2015 to the same timeframe of 2017, Rentschler saw a 43% increase in website conversions.

Results

As Rentschler and Netsertive worked together, the dealer compared metrics from their campaign with their previous provider, with the same metrics in the current campaign with Netsertive. **What the dealer saw was a significant difference in the quality of their digital marketing:**

% CHANGE WEBSITE ACTIVITY JAN - APR 2015 TO JAN - APR 2017



Though Rentschler saw a slight decrease in the volume of new visitors to their website, the traffic that Netsertive drove proved to be much higher qualified visitors that were converting into new customers at a higher rate:

- 43% Increase in Total Form Submissions (Website Conversions)
- 28% Improvement in Bounce Rate (the percentage of visitors to the website who navigate away from the site after viewing only one page)
- 34% Increase in Average Form Submission Rate
- 8.5% Website Conversion Rate

GAIN QUALITY BUYERS IN YOUR LOCAL MARKET

Contact Netsertive today.

1.800.940.4351

netsertive.com/automotive
to find out more.

"We've tried multiple online partners in the past few months with little return on investment. Netsertive has proven with our campaign that you drive quality traffic and customers to our website where we need it most, and equip us with sales opportunities to close."

Greg Rentschler - Sales Manager and 3rd Generation Rentschler