

Mohawk Honda overhauled its digital strategy resulting in YOY online business growth

The Challenge

Mohawk Honda partnered with Dealer Teamwork because they needed to solve critical problems experienced with their digital marketing providers, processes and results:

1. Vendor support was poor with few strategic recommendations.
2. Search engine marketing (SEM) campaigns generated low-quality website traffic and low lead volume.
3. The digital advertising budget did not provide the business growth needed to justify the expense.

The Approach

To achieve their goals, Dealer Teamwork and Mohawk Honda revised their digital strategy to include:

- Weekly collaboration and reviews ensured goals were met and new campaign strategies were in place.
- Restructured Google Ads campaigns created more relevant shopping experiences for higher-quality, targeted audiences:

 **27%**
Increase in Vehicles Sold¹

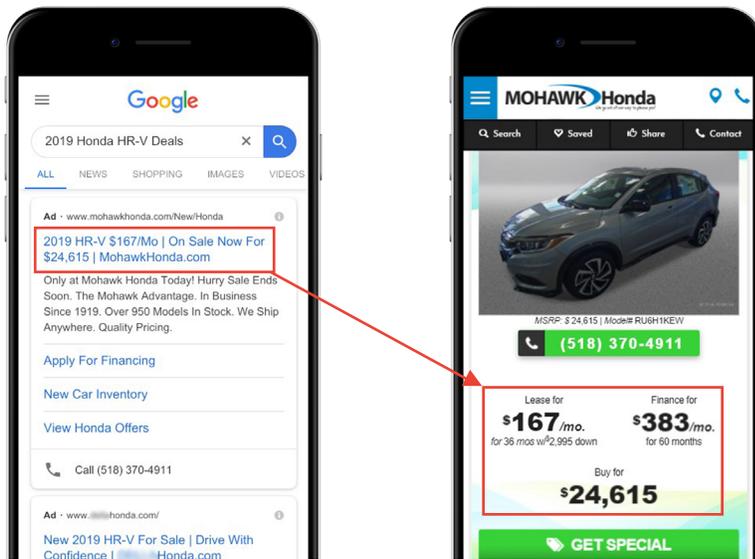
 **40%**
Increase in Assisted Conversions²

 **13%**
Better CTR YOY vs Previous Providers³

 **342%**
Increase in New Users from Paid Search YOY⁴

The Approach *(continued)*

- Improved campaign segmentation to better match ads to key car buying/ownership moments (research, vehicle comparison, dealer research, offer comparison and service).
- Leveraged a variety of ad formats (expanded text ads, extensions, display, remarketing) with the dynamic injection of pricing and offers synced to landing pages via Dealer Teamwork's patented MPOP® platform.
- Targeted in-market audiences, increased new website visitors and re-engaged returning website visitors.
- Reallocated budget to better guide car shoppers through the customer journey (i.e. previous provider spent 60% on branded terms vs Dealer Teamwork's 60% across all model campaigns targeting specific search intent: research, lease, finance, buy).



The Results

The strong leadership team fully dedicated their marketing efforts to the new strategy. They consistently leveraged Dealer Teamwork's dynamic content syndication platform to update ads and vehicle landing pages. Together, they achieved incredible growth:

<p> More Website Traffic</p> <p>+342% New Users Paid Search⁴</p> <p>+15% New Users Organic Traffic⁵</p>	<p> Higher-Quality Traffic</p> <p>+13% CTR YOY vs Previous Provider³</p> <p>+40% Assisted Conversions²</p>	<p> More Leads & Sales</p> <p>+61% Last Click / Direct Conversions²</p> <p>+27% Vehicles Sold YOY¹</p>
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"Using the MPOP® saves us a ton of time. Between the days we get back no longer waiting on an agency and the immediacy of our offers being pushed to paid search, I strongly believe that it helps us increase our sales. This is the epitome of what a partnership should be."

Scott Risley
Digital Marketing Manager



Dealer Teamwork is a Minnesota-based Software as a Service and digital marketing company. They are the inventor of the patented MPOP® — a Merchandising, Personalization & Optimization Platform. This platform helps car dealers merchandise and then automatically syndicate vehicle and service offers to their website, search engines, social media and email campaigns in real-time.

DealerTeamwork.com

¹New, used and certified pre-owned units sold January-April 2019 vs January-April 2018. ²Hard conversions (form fills & click to call on website) March-May 2019 vs previous period. ³Dealer Teamwork New Vehicle Search Campaigns 3/13/18-3/12/19 (1st full year with Dealer Teamwork) vs previous year (with other providers). ⁴New Users (Paid Search Traffic) Q1 2019 vs Q1 2018. ⁵New Users (Organic Traffic) 3/13/18-3/12/19 (1st full year with Dealer Teamwork) vs previous year.