



Case Study: Team Auto Group

Matt Raymond, Director of Digital Operations at Team Auto Group, was investing a healthy six-figure spend into his dealership marketing to achieve better sales performance across his six locations in North Carolina. Unfortunately, Matt didn't have a way to effectively measure the performance and Return on Investment from his in-house and vendor campaigns given the lack of dealership marketing analytics tools that were available at the time.

When Matt discovered VIN IQ's ability to track and evaluate all of his marketing campaigns at the VIN-level, he was shocked at what he found!

By using VIN IQ Reveal to compare his marketing campaigns on an apples-to-apples basis, Matt quickly uncovered that he was pouring thousands into Programmatic Display products with meager returns. To rub salt into the wound, when Matt used VIN IQ's dealer group reporting, the poor programmatic ROI was exacerbated across his 6 locations.

Within a matter of weeks, Matt was able to completely turn around his dealership group marketing by analyzing his campaign and vendor performance results across automotive-specific metrics such as Cost Per VDP view, Cost Per SRP/VDP event, Average VDP views per visitor, Returning VDP/SRP views per visitor and many more!

Without VIN IQ, dealerships, unfortunately, don't have access to the level of granular and comparative reporting that is needed to make informed and educated decisions regarding their marketing investment. To ensure the best marketing Return On Ad Spend possible for your dealership, start your free 60-day trial.