## NEXT LEVEL LEAD GENERATION

KNOWTION USED ADVANCED ANALYTICS TO HELP SERPENTINI CHEVROLET OF WILLOUGHBY HILLS GAIN RICHER INSIGHTS AND GREATER RETURN THROUGH THEIR ADVERTISING AND CONSUMER DATA. KNOWTION WAS ABLE TO MAXIMIZE AD DOLLARS AND DIRECTLY INCREASE SALES TO THE HIGH VOLUME CAR DEALERSHIP.

THE ASK:

ANALYZE AD SPEND AND ENHANCE DIGITAL PRESENCE TO ENSURE GROWTH IN WEBSITE TRAFFIC AND SALES.

## **A QUICK TAKE:**

BY DECONSTRUCTING THE DEALERSHIP'S ONLINE PRESENCE AND IMPLEMENTING GOOGLE ANALYTICS AND DATA STUDIO, KNOWTION:

CRAFTED CUSTOM DASHBOARDS MODIFIED WEBSITE SPEED & TRANSITIONS

ANALYZED WEB & SOCIAL TRAFFIC IDENTIFIED THE TOP PERFORMING AD SOURCES

WITHIN

45 DAYS

## TRACKING **OUR RESULTS**:



## SESSIONS UP 98.49%

ALL TIME HIGH In Sales Per Month. CASE STUDY | LEAD GENERATION





tiniwilloughbyhills.co...

HOURS & MAP CHAT BOOK APPT MENU SPANOL GET YOUR NEXT CHEVROLET ONLINE.

HUGE INVENTORY AND GREAT DEALS ON NEW SILVERADO'S AND COLORADO'S

**NEW 2019 CHEVROLET SILVERADO 1500 LD** 

Double Cab Standard Box 4-Wheel Drive LT All Star Edition Upfront Price \$33,950

vings Up To \$11,650

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SALES

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USERS UP 597.89%

SIGNIFICANT INCREASE IN ORGANIC WEB & SOCIAL MEDIA TRAFFIC.