

NEXT LEVEL LEAD GENERATION

CASE STUDY | 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.

SERPENTINI
of Willoughby Hills



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

TRACKING
OUR RESULTS:

WITHIN
45 DAYS

Knowtion
KNOWTION-INC.COM



SESSIONS
UP 98.49%

ALL TIME HIGH
IN SALES PER MONTH.



USERS UP
597.89%

SIGNIFICANT INCREASE IN
ORGANIC WEB & SOCIAL
MEDIA TRAFFIC.

