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## B & B Automotive, the nations largest 'Buy Here Pay Here' Dealership in the U.S, had one main goal...

*"We wanted to create a different, fun experience for our customers."*

### Q1 ConversionBlaster leads:

**Leads:** 680

**Appointments:** 31%

**Show Ratio:** 48%

**Close Ratio:** 50%

## Why did ConversionBlaster work so well for Kelly?

Let's find out - but first a little backstory...

**B & B Automotive** is the Nation's #1 single-point 'Buy Here Pay Here' Dealership and has recently been awarded Quality Dealer by PIADA.

They are expanding operations to Burlington, NJ, and will soon be opening a location in Quakertown, PA.

Their business are comprised of two (soon to be three) Buy Here Pay Here locations, an auto rental center and two warranty/service centers.

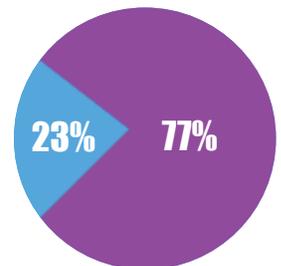
In search of a website tool to help them add fun and **increase lead volume**, Kelly was thrilled to discover ConversionBlaster and DealerSuccess.

Targeted campaigns with geo-technology, combined with the limitless modal campaign customization possibilities made the service an easy choice.

They can add any marketing campaign to their website at any time and display it for anyone they want based on the customer's location.

#### Be where the customers are:

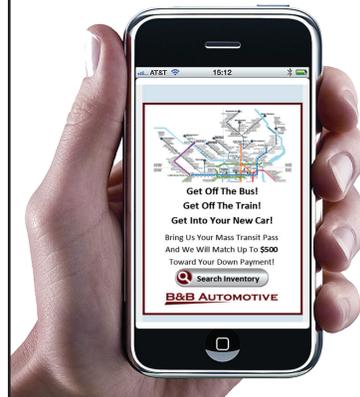
With this technology Kelly can determine which devices are yielding the most traffic and she can even see where the views are taking place.



#### Device Breakdown:

- Desktop
- Mobile

Location information allows dealerships to customize the marketing modals for the customer - delivering even more pertinent information and yielding more leads.



## Increasing website traffic volume is not necessarily goal #1.

It is more important to increase your conversion ratios than it is to increase your website traffic. All businesses could benefit by following this tactic. Once conversion ratios are lifted, if more sales are desired, then increase the incoming traffic. ***This approach will deliver higher conversion and boost the ROI of the cost to increase traffic.***

### Next: Let's take a look at Kelly's conversion numbers

Top 10 Converting Mobile Campaigns			48 Cars Sold in Q1	Top 10 Converting Desktop Campaigns		
Year	2015	2016		Year	2015	2016
Average Conversion	21.64%	26.48%		Average Conversion	27.12%	61.1%

### Lesson Learned: **It's no longer location, location, location.**

It's customer location, customer location, customer location.

*When dealing with geo-technology, result interpretation is important. A small geo-campaign could have 5 views in a month and show a 100% conversion ratio where a non-geo campaign could show 19,246 views with a 19.9% conversion ratio.*

Understanding where your customer is when viewing your website and what motivates them is the first step. Deploying pertinent campaigns based on the information is the second step.

Geo campaigns can be very focused, centered around a business. Because of this they can deliver an incredibly pertinent message to those in the business, yielding an astronomical conversion ratio.

The non-geo campaign is shown to all website visitors, so even though the conversion ratio drops, the lead volume can be higher.

B & B Automotive has been refining their campaign strategy and it shows in their numbers. They learn from results and focus more energy on the highly converting campaigns.

Their average views are on the rise 2016 over 2015, which is an indicator that their website is seeing more traffic.

Even more important is that their conversion ratios are increasing.

They aren't remaining static, they are doing more with the traffic they get which is resulting in more conversions and more leads.

Year over year, the numbers prove, that an increase in conversion pays off especially website traffic is also increased. Looking at the Top 10 Converting Campaigns for 2015 vs 2016 is proof that B & B is perfecting their website marketing.

"The monthly expense for this kind of targeted solution is unheard of. In the past, we have paid thousands of dollars per month for geo-targeting and had zero results.

This is the kind of marketing initiative businesses should be taking advantage of.

We not only get the benefit of speaking directly to our customer at a moments notice, with Dealer Success we have on-call creative production and customer service with a dedicated account representative."

*"This is one of the most innovative companies we work with. They are always one-step ahead and it is fun to be able to be one of the first to utilize a tool like this. We are proud to tell people about ConversionBlaster." Kelly F.*