



Mercedes Benz of Pleasanton Case Study

CLIENT BACKGROUND

Mercedes-Benz of Pleasanton has sold new and used automobiles in the Tri-Valley area of California for over 20 years. This family-owned business has used its impressive 15-person sales team to become the fastest-growing Mercedes-Benz dealership in Northern California.

PREVIOUS LEAD ACQUISITION TACTICS

Before its partnership with IMA Interactive, M-B of Pleasanton was paying a flat-fee for its leads. The dealership would pay \$400 for the contact information of someone interested in buying a new car. This fee represented a substantial chunk (20-25%??) of the net margin taken on a car sale. Looking to improve its profits, the dealership approached IMA Interactive to lower its high customer acquisition costs.

IMA INTERACTIVE's APPROACH

Pay-Per-Click Marketing is a targeted and effective channel for reaching potential customers who have already expressed interest in your product or service. IMA Interactive has successfully used PPC to drive more leads for its clients, and identified Mercedes-Benz of Pleasanton as a great candidate for PPC marketing.

IMA Interactive used the following tactics with Mercedes-Benz of Pleasanton's PPC campaigns:

- + Extensive keyword sourcing: A large keyword portfolio enables a business to reach more potential customers for less money. IMA built out more than 4,000 keywords for the Mercedes-Benz Pleasanton campaign. These keywords covered both the more common phrases as well as the valuable "tail" keywords.
- + Customized landing pages: By designing landing pages that incorporated customized messaging and videos, IMA was able to effectively target visitors. These landing pages played a key role in improving the conversion rate.
- + Creative A-B tests: IMA continuously tested the creative messaging in its text ads displayed on the search Engines. This practice improved the campaign's Click-Through-Rate, a metric that is critical to PPC success.

+ Large Paid Search Network Coverage: In order to reach as many customers as possible, IMA displayed MBP's ads on Google, Yahoo, and Bing.com - covering 95% of all internet searches.

+ Call tracking: With the help of CallSource, IMA was able to record all incoming phone calls that came from PPC advertisements. This information was valuable for determining which calls were legitimate sales leads and for auditing the effectiveness of the phone operators.

+ Web lead tracking: The landing pages contained a form for the user to inquire about purchasing a new or used automobile. When this was submitted, Mercedes-Benz of Pleasanton received the potential customer's contact information and the car model(s) of interest. The dealership used this information to provide the customer with more relevant information.

IMA INTERACTIVE's RESULTS

IMA's PPC campaigns yielded incredible results for MBP. Qualified leads poured in, and acquisition cost plummeted. During the case study period of August through October 2010, IMA's PPC campaign generated 103 qualified sales leads, and MBP's cost per lead dropped from \$400 to \$53. MBP would have paid \$41,200 for 103 leads under its old lead generation method. With IMA, the dealership saved over \$35,000 for those three months. This translates to a saving of over \$140,000 annually.