

Capital Dodge gets a huge Lead-to-Sale ratio improvement on their SEM programs, from a 4:1 closing rate to a 3:1 closing rate.

# Leadbox

## Success Story: Capital Dodge

Capital Dodge is the largest volume Chrysler Dodge Jeep Ram dealer in the Ottawa market. Part of the Butler Auto Group, the 55-year-old Capital Dodge has a large new vehicle inventory that brings customers in from all over the province. To ensure outstanding merchandising, they have developed a daily process that is far beyond the regular feed update and VIN explosion with live photos, regularly updated pricing and vehicle write-ups. Specials are always front and center, encouraging buyers and browsers to explore the featured vehicles details pages.



### CAPITAL'S CHALLENGE

Competition for the right customer in today's online world continues to increase. Generating Leads is always a primary goal but, not all Leads are created equal. A new Lead for a vehicle that is no longer in stock or one that won't be available for months is a Lead that will not convert into a sale. Capital Dodge wanted to increase the quality of their Leads and improve their closing ratio. As an advanced marketer, they were already doing very well with the typical tools, such as Search Engine Marketing (SEM), Display, Retargeting, and paid Social. Capital Dodge needed a big advantage. They needed to have more precise advertising for their new and used vehicle inventory.

organizations these programs are difficult to administer at scale, however, through the use of proprietary technology Leadbox has been able to significantly reduce these barriers to the advantage of their dealer partners.

### LEADBOX'S PLAN

As dynamic inventory advertising started to gaining traction in the marketplace, Leadbox began working hard to develop technology to enable them to be more efficient in the use of Google, Youtube and Facebook, dynamic search and display ad programs. For most

**"The Leadbox team has focused our search advertising strategies to include the vehicles Capital Dodge has in inventory. We have seen an increased the quality of our Leads as well as improved our closing rate."**



**Andrew Hartin**  
General Sales Manager  
Capital Dodge

When the Capital Dodge team sat down and outlined their challenges for Leadbox, the conversation moved quickly to dynamic inventory advertising and everyone in the room got excited. Leadbox recommended a move away from

the current weekly manual inventory adjustments in favour of dynamic inventory changes, in real-time. Delivering ads that are contextually relevant to the user's interests as well as bringing them directly to the search results or vehicle detail pages caused user engagement to go way up.

Working on this program was of particular interest to Drive Media because it satisfied all three pillars at the core of their business: Our Customers, Car Buyers, and Our People.

**#1 The Customer:** maximum campaign uptime, advertising newly added inventory and removing unavailable pieces in real-time thus spending budgets more responsibly.

**#2 The Car Buyer:** helping the car buyer along with their journey by ensuring their experience is as relevant as possible to their current phase (Attention, Interest, Desire, Action).

**#3 The Team:** enabling the team at Leadbox to innovate, create, and to do so efficiently.

The plan was to create customized messaging with up to date offers on every ad reflecting year, make, model and trim requirements. Using Leadbox's proprietary technology to generate SEM ads and keywords in real-time based on the current inventory, the moment a vehicle gets added, the ads start; when that vehicle gets removed the ads stop.

## THE RESULTS

This strategy produced a more responsible advertising program. By advertising in-stock inventory only, the dealership noticed Lead quality improved instantly. Some key metrics for the new strategy can be seen in the chart below:

**to a 3:1 closing rate.** Additionally, this strategy generates valuable market research about user interests from the tracking of the dynamically served ads. The dealership can now use this data to determine which vehicles should be considered for purchase at auction or solicited on trade-ins.

For Capital Dodge, the advertising of live inventory has enabled the dealership to be much more tactical. Leads became focused on specific models, model years, and trim levels across new and used vehicles. Now that Lead delivery to the CRM comes with the vehicle information the sales personnel at Capital Dodge can better respond to customers specific needs. This operational benefit, plus the performance increase in Lead submission and Lead-to-Close ratios have the whole team excited to see where dynamic technology can go, next stop dynamic video.

While these were very positive metrics, Leadbox prefers to state its success in more concrete business terms. **The Leads generated from this new SEM program had a Lead-to-Sale ratio that improved SEM programs from a 4:1 closing rate**

### CONTACT US

E: [info@leadboxhq.com](mailto:info@leadboxhq.com)

P: +1.855.LEADBOX