

Luxury Car Dealer refines lead practices for upper class results



Partner Profile

Millennium Mercedes-Benz has been serving Northeast New Jersey for over 25 years. Mitchell Brenner, BDC & Internet Director, has been utilizing the Internet to advertise and sell cars for almost 10 years.

Before ReachLocal

Millennium Mercedes-Benz relied primarily on lead generation partners to drive their business development. While spending up to \$15k a month buying leads, the quality of those leads was declining and they were building no residual relationship between the car shopper and their dealership. They started spending money on search engine marketing via Google Adwords with another vendor, but had little idea if that investment was responsible for phone calls or contact forms submissions from their website.

With ReachLocal

ReachLocal increased Millennium's PPC efforts to include all of the major search engines for both New Car Sales and Service offerings which helped build revenue plus relationships. Most importantly, because ReachLocal tracks daily spend, phone calls, form submissions and other performance details accessible through daily emails and a secure website, all of the guesswork concerning campaign effectiveness was removed. ReachLocal drove targeted visitors to the Millennium Mercedes-Benz website. So even though the PPC budget remained the same, conversion increased. The dealership even reduced lead generation by \$13k a month and still came out ahead.



Results

In a six month time period, their \$2700 a month budget has had over **5,000 visits to their virtual showroom, resulting in over 450 phone calls and over 100 form submissions**. Equally as valuable, they utilize ReachLocal's Search Engine Marketing expertise to help guide them on decisions pertaining to their overall Internet Strategy.

"Before ReachLocal, I was throwing money away on Lead Providers and SEM that I couldn't track. Now, I'm **spending less money and getting better results**. More importantly, **results are trackable**. ReachLocal's customer service is outstanding! I never have to wait for an answer and get my calls returned promptly. I'm happy that I found them."

Mitchell Brenner - BDC / Internet Director

