



AdCue

PRECISION AUTOMOTIVE ADVERTISING


Driven by VinCue | Right Data. Right Decisions. Right Now.

SULPHUR SPRINGS DODGE

NOVEMBER 6 2020 - JANUARY 6 2021



2019 Toyota 4Runner SR5




Four Wheel Drive

SULPHUR SPRINGS

3rd Row Seating |
Carfax One Owner [Learn More](#)
Stock #K5717177

SS Sulphur Springs Chrysler Dodge Jeep
Sponsored (demo) · 🌐

We Offer a Variety of Pre-Owned Vehicles at Competitive Prices.
📄 Visit SSDodge.com to Browse the Full Selection
*... See More




SULPHUR SPRINGS

2017 Ford F-250 Lariat [Learn More](#)
Stock #HEB76092

2018 Ford F-150 Lariat [Learn More](#)
Stock #JKD67153

5 1 Comment

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Sulphur Springs
Chrysler Dodge
Jeep
ssdodge.com

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Sponsored · Expand Story

2004 Jeep Wrangler Sport



New Low Price

SULPHUR SPRINGS

Sale Price: \$14,999
We Offer a Variety of Pre-Owned Vehicles at Competitive Prices.
📄 Visit SSDodge.com to Browse the Full Selection... [more](#)

[Shop Now](#)

SOCIAL MEDIA REACH

59,304

IMPRESSIONS

687,883

SOCIAL TO VDP VIEWS

7,472

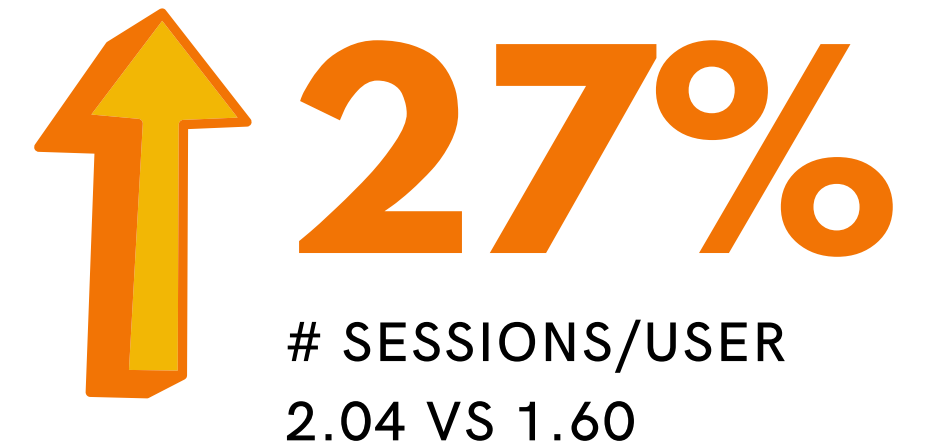
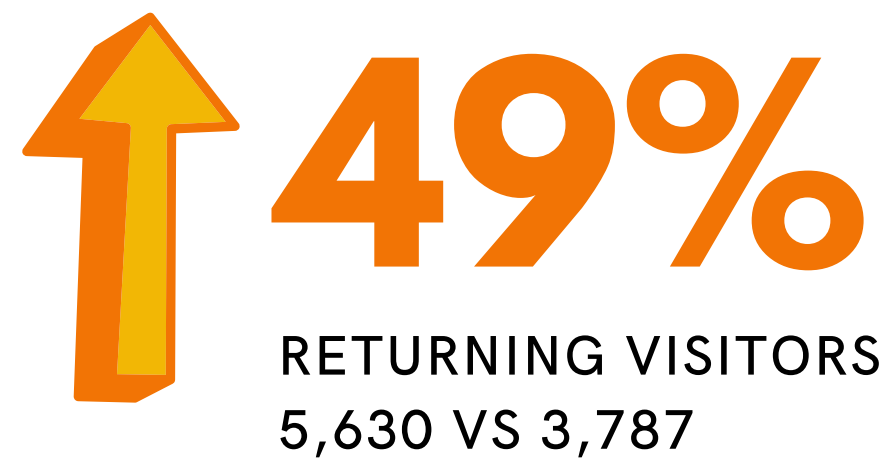
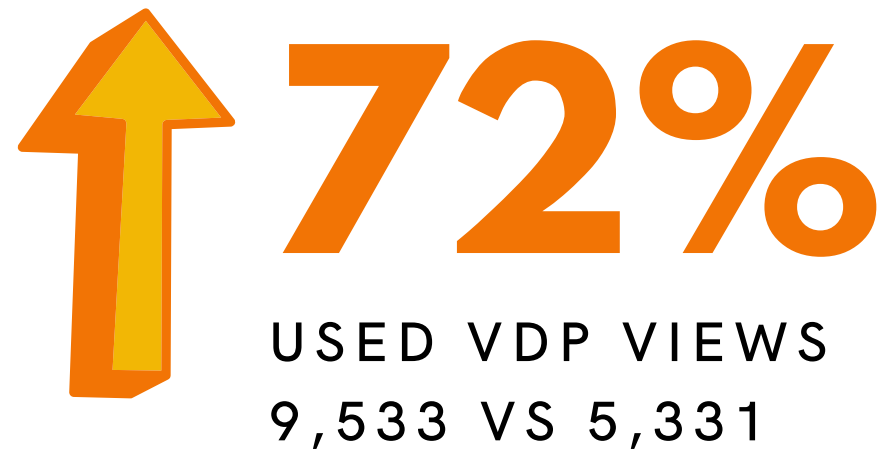
POST REACTIONS & COMMENTS

192

POST SHARES & SAVES

13

Online Traffic Performance



VS PREVIOUS 60 DAY PERIOD



High Value Users

VS PREVIOUS 60 DAY PERIOD

DIRECT

current: 440
previous: 732
-40%

SEO

current: 1,313
previous: 1,420
+8%

REFERRALS

current: 2,778
previous: 411
+576%

SEM/PPC

current: 199
previous: 854
-77%

4,730

Current High Value Users

3,417

Previous High Value Users

HVUs

High Value Users

The HVU metric correlates to vehicle sales and represents your most valuable website traffic.

Visit your website 3 times or more

View at least 8 pages across all website visits

Spend at least 6 minutes total on your site across all visits

View at least 1 Vehicle Details Page (VDP)

Website & Phone Leads

AdCue Uses Google Analytics to Monitor the Pages You've Assigned a Lead Value



+110% | 3,580 vs 1,704
VS PREVIOUS PERIOD

- +533% Mobile Click to Call | 19 vs 3
- 4% Maps & Directions | 139 vs 145
- 24% Form Submission | 174 vs 230
- +145% Phone Leads | 3,248 vs 1,326



+29% | 332 vs 257
VS LAST YEAR

- +36% Mobile Click to Call | 269 vs 253
- +184% Maps & Directions | 139 vs 49
- 10% Form Submission | 174 vs 194



Used Car Opportunities



PUSH PRE-OWNED IN ZIPS WITH THE MOST BUYERS
AUGUST TO OCTOBER 2020

75482 SULPHUR SPRINGS

4.00%
38 of 951

FINANCING OPTIONS
HASSLE-FREE PURCHASE PROCESS
DISCOUNTS AND INCENTIVES

75494 WINNSBORO

1.33%
5 of 375

CUSTOMER RELATIONSHIPS
DEALERSHIP REPUTATION
TEST DRIVE GIFTS





New Vehicle Strategies



MISSED OPPORTUNITIES

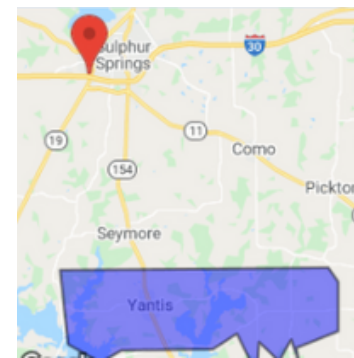


RAM 2500 | 10 IN 3 ZIP CODES

75431, 75437, 75471

Missed 10 of 20 RAM 2500 sales in this area over the latest available 3-month period of registration data. 14 In Stock | 55 Day Avg

Finance Options, Hassle-Free Purchase Process, Discounts & Incentives

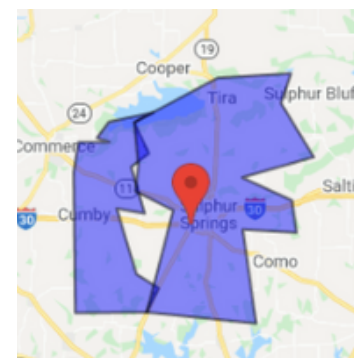


GLADIATOR | 7 IN 1 ZIP CODES

75497

Missed 7 of 9 Gladiator sales in this area over the latest available 3-month period of registration data. 4 In Stock | 61 Day Avg

Test Drive Gifts, Bonus Cash & Financing Options, Loyalty Programs



WRANGLER | 5 IN 2 ZIP CODES

75433, 75482

Missed 5 of 8 Wrangler sales in this area over the latest available 3-month period of registration data. 6 In Stock | 103 Day Avg

Celebrity/GM Endorsements, Style & Design, Branded Gifts/Swag

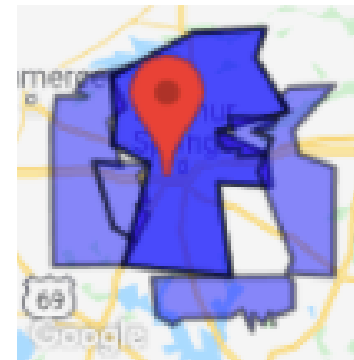




Conquest Strategies



OPPORTUNITIES TO ATTACK THE COMPETITION

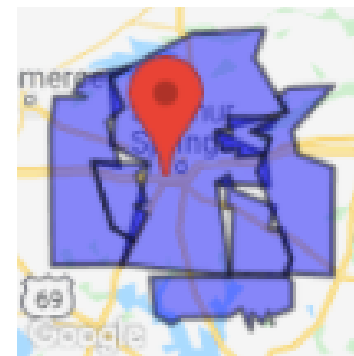


SILVERADO 1500 VS RAM 1500

38 IN 7 ZIP CODES

75482, 75433, 75497, 75420, 75482, 75431, 75437

We looked at all new car sales across the country over the past year, searching for Ram 1500 buyers who switched from a competitive model in the same class. Of those, the Silverado 1500 was the #2 model whose owners upgraded to a Ram 1500. 5 Used Silverado 1500 In Stock
Customer Relationships, Dealer Reputation, Test Drive Gifts



F-150 VS RAM 2500

32 IN 7 ZIP CODES

75482, 75437, 75497, 75433, 75471, 75431, 75420

We looked at all new car sales across the country over the past year, searching for Ram 2500 buyers who switched from a competitive model in the same class. Of those, the F-150 was the #1 model whose owners upgraded to a Ram 2500. 4 Used F-150 In Stock

Customer Relationships, Dealer Reputation, Test Drive Gifts



Thank You

WE VALUE YOUR BUSINESS & YOUR TIME

JEREMY BRAVARD

Account Executive

ROBIN MILLER

Director of Digital Marketing

