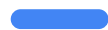




The Dealer Guidebook 2.0

Best practice guide for partners and dealerships



Jessica Niespolo

3

TRUTHS

Car shoppers research heavily

63% discover their purchasing dealership online. You can't win on the showroom floor if you don't first win online.

...over a three-month period

81% of purchasers spend up to 3 months doing research.

...and are ready to buy when they arrive at your door

71% of purchasers do not submit an online lead action (up from 39% in 2013). 41% have their first communication with you when they arrive at the store.

3

TRENDS

Newer isn't always better

55% of new car shoppers consider used or CPO (up from 30% in 2016).

I'm on the phone!

69% of shoppers will ONLY interact with your mobile site.

Search is still #1

88% of purchasers are still searching just 3 days before purchase. And search is the #1 last step before visiting a dealership.



SOLUTION

Automate to drive profit

Focus on the business objective to grow your business profitably. Then let Google automation deliver the results you need to achieve your goal.

Store Visits connect ad effectiveness to your profitability



10.5%

Average Store Visit Rate
(New, Used, and Fixed Ops)

\$30.46

Average Cost per Store Visit
(New, Used, and Fixed Ops)

How much do you get for your advertising \$1?



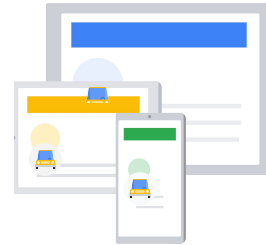
Store Visits

High Value Customer
Action

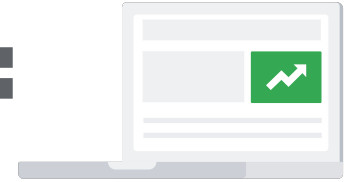


Profits Per Visit

Close Rate
X
Profit Per Transaction



Marketing Investment



Dealer Profit

Profit per Advertising \$1

How much do you get for your Google \$1?

You can apply this to any media channel to show Google is your best \$1 spent.

$$3,350 \times \$510 - \$100K = \$16.09$$

Store Visits

3,350 Store Visits

Profits Per Visit

In-Store Close Rate of 30%
 x
 In-Store Profit Per
 Transaction of \$1,700

Marketing Investment

Investment of \$100,000

Dealer Profit

Return on Ad Spend (ROAS) Calculator

Google Ads

Your Dealership

YOUR DATA	
Google Ad Budget	\$50,000
Ad Clicks	14,285
Total Store Visits	1,428
Store Visits Rate	10%
Sales Close Rate (Dealer Supplied)	35%
Gross Profit Per Transaction (Dealer supplied)	\$500

YOUR RESULTS	
Est. Transactions (Store Visits x Sales Close Rate)	500
Est. Influenced Revenue (Transactions x Profit Per Transaction)	\$250,000
Gross Profit (Influenced Revenue - Ad Budget)	\$200,000
ROAS Ratio (Revenue/Cost)	5.0
ROAS Percentage	500%
Break Even Point	100



Return on Ad Spend (ROAS) Calculator

Without store visit reporting

Google Ads

Your Dealership

YOUR DATA	
Google Ad Budget	\$50,000
Ad Clicks	14,285
Lead Rate <small>(From Phone Calls and/or Form Submissions)</small>	10%
Total Leads <small>(Phone Calls and/or Form Submissions)</small>	1,428
Sales Close Rate	35%
Gross Profit Per Transaction	\$500

YOUR RESULTS	
Est. Transactions	500
Est. Influenced Revenue	\$250,000
Gross Profit	\$200,000
ROAS Ratio	5.0
ROAS Percentage	500%
Break Even Point	100 Leads

For every \$1 that you spend on Google ads, you make \$5.

For every \$1 that you
spend on Google ads,
you make \$X.

A Dealer's Guide for Maximizing Google's Products (2.0)

Proprietary + Confidential

DEALER GUIDEBOOK 1.0

Catch up to your peers. If you are not doing this, you are behind.

FAIR SHARE

Maintain your current market share and start to track the profitability of your Google investment.

GROW SHARE

Align your Google investment to your sales goals to reach new customers and grow market share.

MARKET LEADER

Leverage full power of Machine Learning and automation to be smarter and more profitable with every dollar spent.

DEALER GUIDEBOOK 1.0

Goal: Catch up to your peers. If you are not doing this, you are behind.

Measurement: Define digital success for your business and track those actions on site and after the ad click

- Implement Conversion Tracking in Google's Ad Interface, track all actions that are valuable to you
- Link your Google Ads Account to your Google Analytics for post ad click analysis
- Create goals aligned with business outcomes (Calls, Leads, Store Visits)

Search: Capture the intent of customers by answering their Google searches

- Build Keywords to cover entire customer journey
- Optimize account structure using Micro Moments to prioritize budget to campaigns that drive business outcomes

Video + Display: Get people into your store by driving awareness through Video and Display

- Develop creative targeted to your dealership's market
- Activate Google Video (TrueView) Campaigns to engage your customer on YouTube and across the web
- Allow customer interaction with your video ads by enabling Video Ad Extensions: Location & Call-To-Action
- Activate Google Display campaigns to reach shoppers at scale across the web
- Activate Gmail Ads to reach shoppers in their inbox

FAIR SHARE

Goal: Maintain your current market share and start to track the profitability of your Google investment.

Measurement: Understand the profit impact of your Google investment

- Use Google Profitability Calculator to calculate your current ROI and how your Google investment impacts your bottom line
- Use Non-Last Click Attribution to better understand how your ads perform across your customers conversion path

Search: Segment your customers through Google Audience Solutions to identify and prioritize the ones most likely to convert to a sale

- Show ads to your past visitors as they do follow-up searches on Google, after leaving your website using Remarketing List for Search Ads (RLSA)
- Leverage Customer Match to target ads to your customers using the data they have shared with you across Search

Video + Display: Hold on to current customers and re-engage them throughout the research phase

- Re-engage customers who have visited your site, interacted with your videos and have visited your YouTube Channel with Display and TrueView Remarketing
- Leverage Customer Match to target ads to your customers using the data they have shared with you across Display, Video and Gmail Ads
- Use Dynamic Display Remarketing paired with your inventory feed to re-engage your customers based on the inventory they have previously viewed on your site

GROW SHARE

Goal: Align your Google investment to your sales goals to reach new customers and grow market share.

Measurement: Set a sales goal and calculate the Google investment needed to profitably grow market share

- Use the Google Profitability Calculator to estimate how many Store Visits, Calls and Leads you need to drive to meet your sales goal

Search: Expand your Search Strategy to get you more conversions and reach more audiences

- Activate Smart Bidding to Maximize Conversions across; remember to customize campaign level conversion settings based on campaign goals
- Create Similar Audiences from your remarketing lists to reach new customers
- Use Responsive search ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Video + Display: Reach new customers that are likely to result in a sale on Youtube and Display

- Activate Google Audience Solutions (In-Market, Similar, Custom Intent & Affinity) on current YouTube & Display campaigns to reach high value customers
- Keep customers engaged by using Video Ad Sequencing to tell your brand story
- Use Responsive Display ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

MARKET LEADER

Goal: Leverage full power of Machine Learning and automation to be smarter and more profitable with every dollar.

Measurement: Compare your profitability to other marketing channels and prioritize the largest opportunities

- Use Google Profitability Calculator to compare Google ROI and profitability to other channels
- Use Google Analytics to track Store Visits not only in Google Ads but for all customers that visited your site

Search: Fully automate your Search Strategy to allow the Machine to drive the most profitable growth

- Tell Google the \$ value of your most profitable conversions and let Smart Bidding optimize to that value
- Leverage Local Campaigns to activate Google Ads from one campaigns across Google's largest properties
- Target customers who have visited your inventory pages on site using Dynamic Search Ads with page feeds

Video + Display: Acquire new customers by deploying a dynamic video solution that surfaces your inventory and relevant offers

- Customize your Video campaigns with Dynamic inventory and offer-based video
- Drive form leads and website engagement from your video ads with TrueView for Action
- Use Smart Display Campaigns to fully automate targeting, bidding and ad creation on the Google Display Network
- Get exclusive reach across YouTube, Gmail and Discover with a single ad campaign using Discovery Campaigns

Thank You