



PREMIER PARTNERS Are **KEY**



From Skepticism to Sold: A New Perspective on Partnership

For over 40 years, a single-brand, family-owned dealership in Minnesota, has been a literal and figurative cornerstone in the community. But as the market grew to 18+ OEM stores competing across the state, Key Cadillac wanted to push ahead of their existing #6 status. **They set their sites on #1.**

Since implementing Dealer Teamwork's patented MPOP® and Advanced SEO services, Key Cadillac has been able to rise, and reign, as the **#1 Cadillac Dealership in the state of Minnesota** for the past four years running.

It's the honesty and integrity and the transparency.

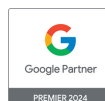
And I know that those are all buzzwords, but if they're the right words, they're the right words. With Dealer Teamwork, it's fully different. It's not a bunch of smoke and mirrors. It's not about spending more, it's about spending what's right.

There's no agenda with Dealer Teamwork.

It's just about driving the results.



Lisa Jensen, General Manager, Key Cadillac



powered by the **MPOP®**



2022-2023 YOY Results

43%

Increase in Store Visits

33%

Increase in Conversions

256%

Increase in Users & Sessions

250%

Increase in Website Conversions

10%

Decrease in Cost per Conversion



*"Because of Dealer Teamwork driving people to our website and interacting with them, we're able to sell a lot more new Cadillacs across the state of Minnesota. **We've made a big splash in the marketplace.** We're now very firmly embedded as people's Cadillac dealership of choice."*

Michael Stanzak, Dealer Principle

DYNAMIC LANDING PAGES

Built and designed to engage consumers with active vehicle offers and automatic price updates using real-time precision data to drive more sales and service into your dealership. Dynamic content details ensure a seamless customer experience that caters to the consumer purchase process.

GOOGLE CERTIFIED EXPERT SUPPORT

Our dedicated, 100% certified team of experts, many of whom have dealership experience and are industry veterans, understand the unique challenges that go into running successful advertising campaigns and are committed to delivering best-in-class digital marketing results to each of our valued clients.

TOTAL SEARCH™

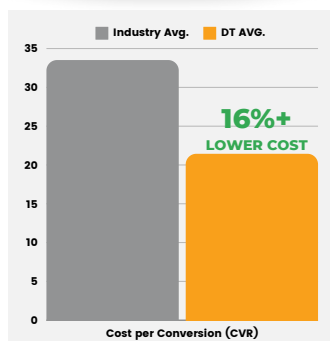
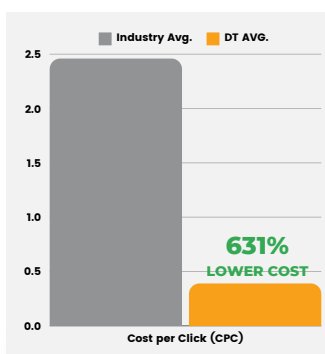
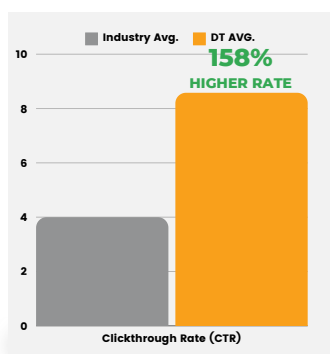
Where SEO & SEM work together as ONE.

Powered by our patented MPOP® and certified Google Premier Partner team, **dealers see 165% growth in top 10 keywords on average with Dealer Teamwork**. Our proven automotive SEO strategies and approach improves online visibility and connects your dealership with more shoppers.



State of the Industry: Search Ad Benchmarks

**Automotive Industry Averages Sourced Directly From Google May 2024
Vs. Key Cadillac Results with Dealer Teamwork May 2024*



NOTE:
Industry Cost per Conversion
vs.
Dealer Teamwork
Cost per HARD Conversion

Balancing the goal of achieving a high conversion rate while reducing costs can be challenging. That's why it's crucial to closely monitor your conversion rate alongside other metrics in your account for a comprehensive understanding of your strategy.

The Automotive Repair, Service, and Parts industry boasts the highest average conversion rate at **12.96%**.

While it can be easy to get preoccupied with individual platform performance, expanding your business's reach by running ads across multiple search engines is a way to maintain maximum overall *marketing ROI*.

Take ACTION with a unified search approach through Total Search™

Where **SEO & SEM** become **ONE**.



"Empowering Success Together Through Unmatched Support"

Outstanding Support Drives Results

Dealer Teamwork's responsiveness and expertise have been crucial for Key Cadillac. The level of support provides Key Cadillac with confidence, and the partnership has led to impressive results.

Dealer Principle, Michael Stanzak, appreciates the ability to simplify complex data and provide actionable insights recalling when, "I've brought a couple problem cars to my Account Manager's attention and they usually sell within the next few days."

"I understand. More than I ever did. I had a regular advertising firm prior to dealer teamwork and I never knew what they were doing. It was just all smoke and mirrors. They weren't taking the time to get us to understand.

And at the end of the day, I need to understand the results, and do I understand? YES."

Lisa Jensen

General Manager, Key Cadillac

"Key" Takeaways for Dealers

- Prioritize **Transparency** and **Integrity**: Look for partners who are honest and upfront about their services and goals.
- Focus on **Results**: Choose a partner who is invested in your success and demonstrates their value through measurable results.
- Seek Strong **Communication** and **Support**: A dedicated advocate who understands your business and is readily available is invaluable.
- Build Strong **Relationships**: Value the human connections within your partnerships.

About Dealer Teamwork

Dealer Teamwork provides automotive clients with superior digital marketing results by combining the scale and efficiency of a leading SaaS technology company with the strategic insights and highest levels of customer support found in a world-class marketing agency.

Dealer Teamwork's patented MPOP® combines automation and analytics capabilities to provide continuous data-driven optimization of digital advertising, merchandising, and rich content across a full range of digital channels.

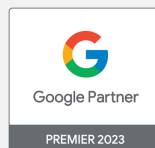
DEALER TEAMWORK

We're built for that.

Certified Partnerships. *Superior Results.*



You represent the Dealer.
We're the Team that does the work.
Together...We're Dealer Teamwork.
We look forward to working for YOU!



DEALERTEAMWORK.COM
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