

DRIVING **RECORD-BREAKING** SALES AND MARKET LEADERSHIP

Beyond the Benchmark: DTLA Honda & Hyundai's Journey to the Top

In one of the nation's most competitive markets, Downtown Honda & Hyundai of Los Angeles needed more than brand recognition to stand out. Since partnering with Dealer Teamwork, they've seen exponential growth across website engagement, lead quality, and market share.

Website visitors are now staying nearly 3x longer, converting 70% more often, and cost-per-lead has dropped by 67%—putting them at just 12% of the industry benchmark. Their ad visibility has skyrocketed, outpacing competitors by over 240%, and their sales team just had the most successful month in dealership history—all driven by smart, strategic collaboration and real-time optimizations through the MPOP® and Advanced SEO.

*"Since partnering with Dealer Teamwork, both of our stores have seen **record-breaking metrics** in their hard number performance and overall growth.*

*We also set an **all-time high sales volume record** for both New Car Sales & Used Car Sales."*

Brad Mugg, Managing Partner, DTLA Honda & Hyundai



67%

Decrease in Cost Per Lead

70%

Increase in Conversion Rates

115%

Increase in Ad-Driven Engagement

124%

Increase in Return on Ad Spend

200+%

Increase in Web Engagement Time

243%

Increase in Impression Share



*"Since partnering with Dealer Teamwork, both our Honda and Hyundai stores in Downtown LA have **broken sales records**. Our Cost Per Conversion is far below industry average, and we've hit new highs across all sales metrics."*

Matt Kellogg, Director of Digital Strategy, DTLA Honda & Hyundai

Precision Targeting

Leveraging live dealership data, Dealer Teamwork zeroed in on what sold—and where. They reallocated spend to the campaigns delivering the strongest returns, fueling faster, smarter growth.

Cost Efficiency

Through smarter spending and continuous optimization, Dealer Teamwork significantly reduced the cost per hard conversion plus store visit to 3x below the industry average. That efficiency powered a lead volume 8x higher than comparable stores.

Quality Traffic Growth

Dealer Teamwork's refined targeting strategy resulted in 115% more engaged traffic—users who stayed longer and interacted more. This boost in quality directly translated into a 70% lift in conversions.

ROI Like Never Before

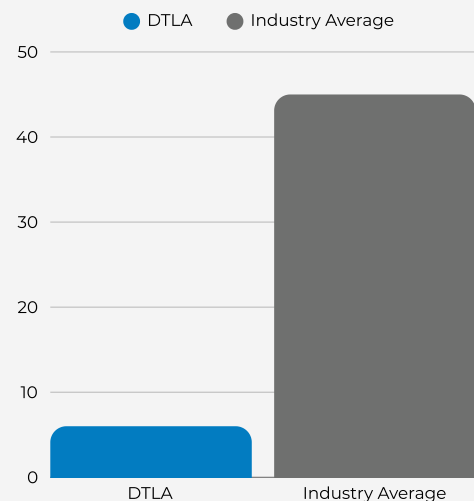
Dealer Teamwork's strategy led to a 124% increase in Google ROAS, proving that smarter campaigns drive measurable growth. DTLA Honda and Hyundai sustained strong results—without overspend or wasteful spend.

Key Benefits:

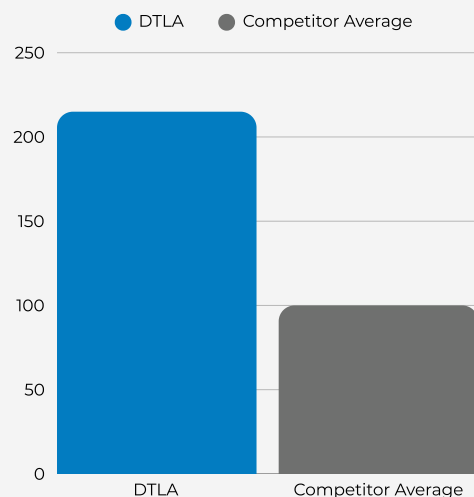
- ✓ Unified Paid & Organic Strategy
- ✓ Real-Time MPOP® Updates
- ✓ Cross-Platform Budget Optimization
- ✓ Custom-built Campaigns Tailored to Goals

State of the Industry: *Competitive Benchmarks*

Hard Cost Per Conversion:



In-Market Share of Voice:





Certified Partnerships. *Superior Results.*



Dealer Teamwork is the preferred partner of successful dealers across all OEM brands, and **certified** with 16+ domestic and international OEM programs.

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



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888.385.1284