

POWERING THE NATION'S **#1 VOLKSWAGEN AUTO GROUP** THROUGH PERFORMANCE-DRIVEN DIGITAL STRATEGY

Evolving Digital Performance at the Top of the Market

As the #1 Volkswagen Auto Group in the nation, Volkswagen of Clear Lake knows leadership is earned through constant optimization—not complacency. As a Dealer Teamwork partner since inception, VW Clear Lake continues to evolve its digital strategy to stay ahead of the market while maximizing every marketing dollar.

For the nation's top Volkswagen Auto Group, these results aren't a one-time win—they're proof that long-term partnership and performance-focused strategy drive lasting market leadership.

*"As the leader of the **#1 Volkswagen Auto Group** in the nation, I don't give my trust lightly.*

Dealer Teamwork has earned it time and time again by consistently doing the right things for the right reasons."

Bryan Armstrong, Executive Director, Feel Good Auto Group





37%

Decrease in Cost per DT lead

49%

Increase in ROAS (*Google Ads*)

18%

Decrease in Cost per hard conversion

114%

Increase in Phone Calls (*Google Ads*)

175%

Increase in form submissions

88%

Increase in store visits

38%

Increase in conversion rate

From Performance to Scale

Dealer Teamwork partnered with Volkswagen of Clear Lake to continuously refine paid media performance—driving higher-quality leads, stronger buyer intent, and measurable efficiency gains across Google Ads.

Built for efficiency: Lower costs. Higher returns. More showroom-ready shoppers—without increasing spend.

Efficient Paid Media Growth

By optimizing campaign structure, improving conversion paths, and aligning ads to shopper intent, Dealer Teamwork helped Volkswagen of Clear Lake extract more value from every marketing dollar.

- + **37+% decrease** in cost per DT lead
- + **18% decrease** in cost per hard conversion
- + **49% increase** in Google Ads conversion rate

Paid media now drives more qualified demand at lower cost, fueling sustained growth for the nation's top Volkswagen Auto Group.

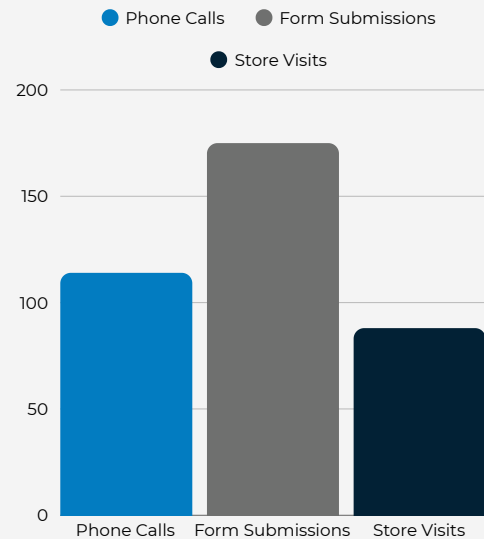
Key Result Drivers & Partnership Impact

As a Dealer Teamwork partner since inception, Volkswagen of Clear Lake leverages a performance-first strategy built for scale.

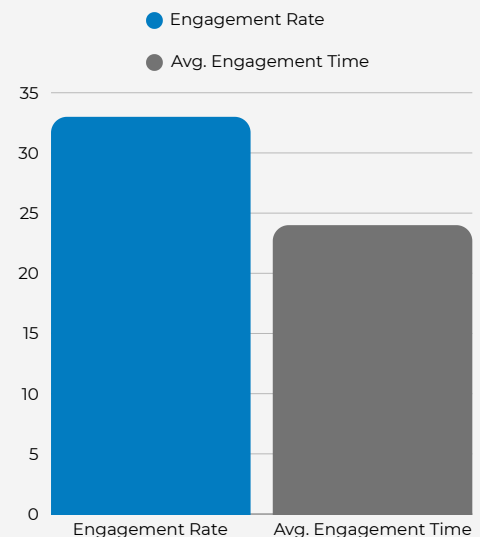
Combining advanced Google Ads optimization, high-intent conversion tracking, and continuous efficiency gains, all with full data ownership and transparent reporting.

State of the Industry: *Competitive Benchmarks*

High intent actions from Google Ads



Engagement & Conversion Quality





Certified Partnerships. *Superior Results.*



Dealer Teamwork is the preferred partner of successful dealers across all OEM brands, and **certified** with 17+ 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!



DEALERTeamwork.COM
888.385.1284