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# SCOTT PETERSON MOTORS CASE STUDY



## THE CHALLENGE

Most car-buying still takes place in person (at least for those of us wanting their vehicle titles—we're looking at you, Carvana!), but consumer research starts long before the lot. In 2023, it's no secret potential customers are spending more time looking at dealer inventory from their sofas than with their salespeople. The challenge then becomes not just generating leads but qualifying them. How do we separate casual scrollers from serious consumers? It's easy as 1, 2, 3... VDP! The Vehicle Details Page views are the best conversion point for determining serious buyers vs the lookie-loos and measuring true interest in a particular vehicle(s). This allows us to maximize the client's ad budget without increasing the spend.

## THE RESULTS

**195%**  
VDP INCREASE

After one year with the same budget we saw an increase of 195% in vehicle VDPs visits.

**40%**  
TIME ON SITE

After one year with the same budget we saw an increase of 40% in time on site.

## THE COMPANY

Scott Peterson Motors is one of the areas largest New and Pre-owned Auto Dealers with customers in South Dakota, Montana, Wyoming, Nebraska and North Dakota with locations in Sturgis and Belle Fourche.

## THE PATH

Using the same digital budget we completed the following steps to reach our goals:

- Installed Google tag manager, Google Analytics GA4, Facebook pixels to track VDPs, phone calls, in-store visits, & contact forms filled.
- Using a 3rd party software we auto-generated Facebook & Instagram carousel ads.
- Tight search campaigns as well as display/youtube branding campaigns targeting people looking for specific makes/models were created.
- Social and Display/Youtube remarketing campaigns set to target people shopping for vehicles on scottpetersonmotors.com for the past 7 days.
- The new Google Performance Max campaigns were setup and optimized for VDP visits and in-store visits.