



How technology and a 360° Optimization strategy helped Leif Johnson Auto Group improve PPC conversions by 59%

Participants

DEALERS



Family Owned



Central Texas



9 Month Study



BACKGROUND: Leif Johnson has been a staple in the Texas automotive scene since first opening it's doors in 1957. A second generation, family-owned group that operates 3 marquee Ford franchises, as well as CJDR, Chevrolet, GMC, and a Preowned Superstore. Autofusion has been their primary website and SEO partner for over a decade.

CHALLENGE: Director of Operations, Marri Stokes, had ambitious goals to overhaul and refocus the group's lead generation strategy, and believed that their paid search needed to be reimagined to better improve overall advertising efficiency.

After working with Marri on an extensive PPC audit, Autofusion was tasked with developing an end-to-end **technology + optimization** strategy to secure better ROI outcomes for the group, with a strong focus on the lesser utilized **Vehicle Listing Ads (VLA)** platform.

↓ 36% USER BOUNCES **↑ 122% ENGAGEMENT**

↑ 59% CONVERSIONS

SOLUTION: A key advantage we have over most ad agencies is 25 yrs. of experience innovating both marketing AND software solutions in the Automotive vertical. So naturally, we felt a 360° approach to developing a winning PPC strategy was just what Leif Johnson Auto Group needed.

We cross-tested an array of common "macro" optimizations with a series of effective but 'below-the-radar' "micro" optimizations, which most advertisers overlook.

We then developed an all-new user-focused **Vehicle Landing Page (VLP)** experience that delivers all the key information they need to convert quickly, while protecting against bounces by offering similar model alternatives.



360° Optimization & a newly developed landing page experience create lasting digital advertising results.



Summary Of Study Results

↓ 75% Cost Per Lead **↑ 3x Click Thru Rate** **↑ 4x Phone Calls**

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We quickly discovered that giving shoppers failsafe options leads to more engagement, less bounces, and more sales. A 360° testing strategy, paired with our all new VLP experience, produced significantly better KPI's than any other methods. Leif Johnson Auto Group began generating high quality, model specific VLA leads for their sales teams.

AVERAGE COST PER CLICK

6¢
as low as

