



## Ongoing Optimization Key to Growth of Bettenhausen Dodge Paid Search Program

As more and more dealers enter the online marketplace, it is easy to get excited about the immediate uptick in qualified actions and leads from paid search. Bettenhausen Dodge, situated in the Chicagoland area, was not unlike many of those dealers; yet ongoing optimization was also an important factor in achieving long-term success.

### Challenges:

After an initial ramp-up period of 60 to 90 days, some search programs can hit a performance plateau. Bettenhausen's paid search campaign continued to deliver positive results and qualified leads, but there was room for improvement.

- Natural campaign plateau after initial launch period
- Competitive marketplace showed a marked increase in search activity

### Solution:

Performics' search specialists took a proactive approach to campaign management and implemented tactics to further grow the program.

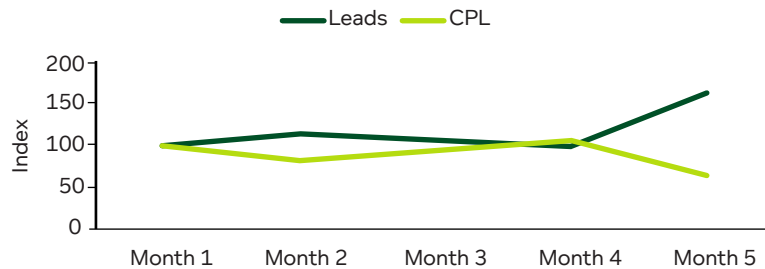
- Used proprietary bid management technology to optimize performance at the keyword-level
- Reallocated budget to maximize return based on advertiser business objectives
- Separated high-volume keywords into a separate bid strategy category

### Results:

Performics' agile and ongoing optimization maneuvers lifted Bettenhausen's program even further and performance results began to climb even further.

- ✓ Leads increased 62 percent
- ✓ Cost per lead dropped 34 percent

Leads vs. Cost Per Lead



"We view our investment in paid search as a long-term strategy. Performics doesn't take a 'set it and forget it' approach, their people are easy to work with and constantly innovating and optimizing our program to make sure we're getting the best possible return on our investment."

Matt Higgins  
GSM, Bettenhausen Motor Sales



Paid Search



Natural Search



Feeds



Paid Inclusion



Emerging Media



Digital Consulting



International



Local