

Strong Collaboration between North York Chrysler and Search Optics Leads to Increased Results



9%

INCREASE IN
PHONE LEADS



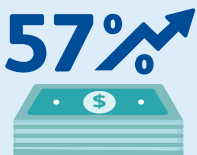
20%

BOOST IN
ORGANIC TRAFFIC



69%

MORE PAGE VISITS



57%

INCREASE IN
PAID SEARCH LEADS

Overview

North York Chrysler, highest volume new and used Chrysler dealer in Canada, was looking for a digital marketing partner that would provide insights and strategic guidance to help them achieve better results. With strong collaboration being their top priority, North York partnered with Search Optics to develop a strategic campaign to maintain and grow market share in a highly competitive market.

Objectives

- + Gain deeper insights and visibility into campaign performance
- + Reallocate marketing funds to optimize advertising efforts
- + Increase sales and improve profit margin
- + Maintain and grow market share

Solution

Search Optics' team of dedicated digital specialists collaborated with North York to gain a thorough understanding of their market, competitive landscape and current market position. This led to developing an integrated digital campaign to increase awareness, drive leads and grow market share, all while improving ROI.

Search Optics Solutions

- + Paid Search
- + Display and Video Advertising
- + Search Engine Optimization
- + Ongoing Reporting and Campaign Optimization

Results

With Search Optics, North York Chrysler found the partnership and strategic guidance they had been searching for. A highly collaborative relationship between the dealer and digital marketing firm led to greater business insights, campaign optimization and increased dealer revenue.

Campaign Results (Sept. 2015 - Sept. 2016)

- + Total website visits increased by 69 %
- + Paid Search leads grew by 57 %
- + Visits originating from display and video leads increased by 13 %
- + 20 % boost in organic search traffic
- + Phone leads increased by 9 %