









USED CAR DYNAMIC INVENTORY

SEM CASE STUDY

Cleveland Based Honda Dealer signed on with Advance Automotive in early 2015. During March of 2016, the dealer added Used Car Dynamic Inventory SEM to supplement traditional new car SEM. Through the first eight months, the dealership saw tremendous lift:

	Investment	\$13,885
	Total Leads from form fills and calls	325
	Average Internet Close Ratio	15%
	Cars Sold	49
	Average Gross Profit per Sales	\$2,289
	Gross Profit	\$112,161
	ROI	8.5 TO 1
	Used Car Volume Growth since becoming Advance client	+11 CARS PER MONTH