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#vidit®

Customer Case Study

Connelly Automotive

Automotive Dealer Group serving Greater Boston for nearly 100 years.

**Small Cost,
Big Exposure,
Great Branding
& Superb
Positioning.**

Due to the success of the first #vidit trial, Herb Connelly Automotive has continued to run campaigns with #vidit to promote additional vehicle models. This has resulted in their reaching the top 5% in their Region within 1 month.

The Problem

Adam Connolly, Dealer Principal for Connelly Automotive came to #vidit to solve one of their biggest issues as a business. Despite being a stellar multi-generational brand offering top of the line services in their field, their digital campaigns were not driving key target buyers through the door.

In recent months, with a goal to increase sales across select car models, Connelly Automotive aggressively invested in a comprehensive digital campaign strategy that included blogging, keyword PPC, meta tags, SEO, digital ads and more. However, because car manufacturers advertise their car models nationally and with huge budgets, as a regional car Dealership, Connelly was not able to move up to the first page in search engine rankings.

Solution

Adam decided he would try augmenting his existing campaigns featuring specific car models with the #vidit patent-pending video based conversion platform. However, he wanted to stay within his existing budget, so to do this, he reduced the money spent on his existing pay per click (PPC) campaigns and used that to fund his #vidit campaigns. This reduced his overall Google AdWords and Display monthly spend by 78%.

Results

Adam was able to increase sales by 16% in those featured models within 30 days. Since then, Adam has consistently increased campaign video views by 15% with the additional benefit of lowering the overall cost per lead (CPL).

“It was very easy to get started and we sold more cars in the target models that we were promoting”

- Herb Connelly Automotive

