

CARRIAGE NISSAN

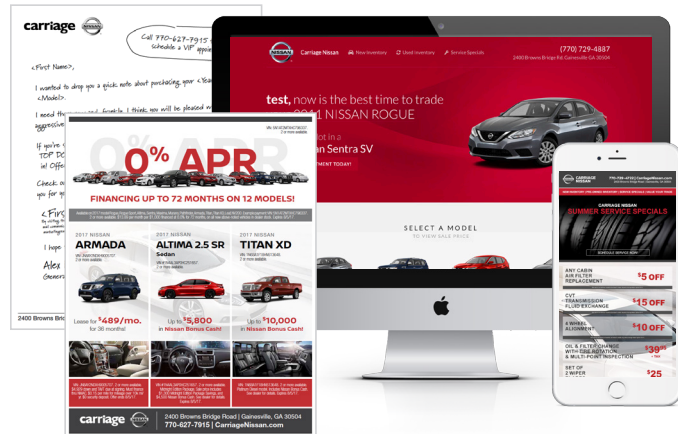


Georgia

The client was not getting the number of leads they needed to compete in the Atlanta metro market. While they had a high closing percentage, they simply needed more new car leads.

TARGETED AUDIENCES

Trade Cycle, DMS



SERVICES

\$14,970 INVESTMENT

CASE STUDY

Month of July 2017



HELIX

LEADS

+1,213
DIGITAL MoM

496
EXACT MATCH



DIRECT MAIL

CRUSHED IT

163 SALES MATCHES



EMAIL

\$92 COST PER UNIT



PURL

81 (49%) NET NEW CUSTOMERS

