

How WebKite Helped Kenny Ross:

- ✓ Increase Conversions by 100%
- ✓ Reduce Cost-per-click by 20%
- ✓ Increase Click-through-rate by 50%

Improving Cost-Per-Click by 20% for Kenny Ross



WebKite bids efficiently on keywords which saves you a ton of money. Before using WebKite, Kenny Ross was paying over \$3 a click.

Now they pay \$2.40 a click.

These savings give them a better ROI without increasing the budget.

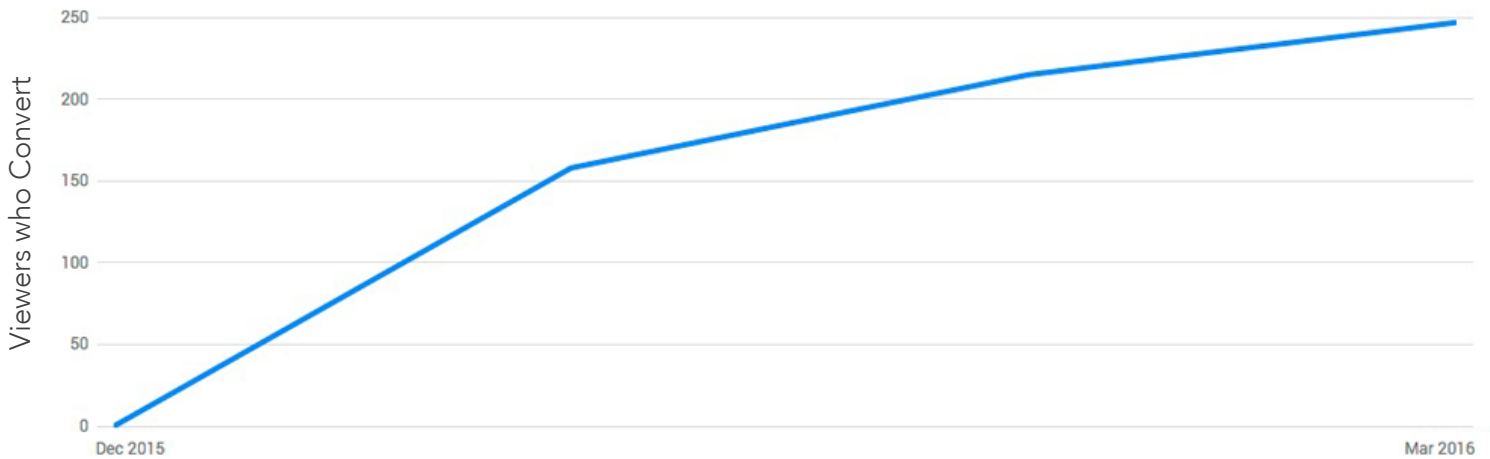
More Opportunities, More Conversions



WebKite advertises every car on your lot to buyers ready to purchase. Here, we see a chart of conversions over time. As we improve our bid and keywords we see conversions go up.

In just two months we improved conversions by 100% for Kenny Ross.

Unique Remarketing Ads that Drive Action



WebKite automatically creates display ads for every vehicle in your inventory. When a customer views a car, they may not convert during that visit. Remarketing ads bring customers back to the website when they're ready to make a decision.

Here are examples of WebKite remarketing ads:

The image displays three examples of remarketing ads. The first is a large horizontal ad for a 2009 Chevrolet Cobalt, showing a white car, the price \$7,996, 47,000 miles, and a 'Shop Now' button. The second is a smaller horizontal ad for a 2005 Dodge Caravan Grand, showing a blue car, 124,081 miles, a price of \$4,450, and a 'Shop Now' button. The third is a smaller horizontal ad for a 2015 Chevrolet Malibu, showing a dark car, 21,796 miles, a monthly payment of \$225, a price of \$16,999, and a 'Shop Now' button. All ads feature the Kenny Ross logo and the slogan 'Ask a Neighbor'.

Click-Through Rate Above Industry Average



Because WebKite ads are specific and to the point, our customers see a higher than average click-through rate.

WebKite ads bring in qualified leads, better customers who *want* to buy the car they click on.

As WebKite learns, the ads are fine tuned and improved. This intelligence saves you money and gets you better results. Our specific ads see an improved click-through rate over time.

Find Out How WebKite Can Help Your Dealership

WebKite helps dealerships get the most out of their advertising budget. Customers that switch to WebKite see:

- An improved cost-per-click.
- Increase in qualified traffic to VDPs.
- More forms submitted / phone calls.
- Better performing ads.

Generate Better, High Quality Leads

For questions about this case study and how it can help your business or client, please contact sales@WebKite.com. We're happy to provide a free advertising audit or a demo. Visit webkite.com/cars for more information.

