



CASE STUDY

KIA OF **BEDFORD**

THE ROI OF PARTNERING WITH PURECARS

How a partnership with PureCars helped Kia of Bedford spend less, sell more and become a dominating force on a national scale.

ABOUT THE DEALERSHIP

Located in a suburb of Cleveland, Kia of Bedford is the largest Kia Dealer in Ohio, and in the top 10 largest in the nation. With new leadership and a close partnership with PureCars, the dealership is having a record year in 2018.

THE SITUATION

After six years of stagnation and rocky performance, Kia of Bedford made a change, naming David Gruhin as Director of Operations. Gruhin immediately began rehauling processes and collaborating closely with PureCars to retain their position as the top dealer locally and become a dominating force on a national scale.

When approached by Gruhin, PureCars welcomed the opportunity to work closely as partners on OEM compliance for all ads and getting more value from marketing efforts. Having constant access to the client, including weekly check ins, has enabled the team dedicated to Kia of Bedford to truly optimize performance in real time. Where there was once wasted spend, the team has worked tirelessly with the client to maximize efficiency wherever possible based on customer demand and market insights.

"Steve and Sean who I've been working with are phenomenal," Gruhin said. "They really care. I'm talking to [them] multiple times a week to tell them what's going on in the store for optimization. We're optimizing things all the time."

By the end of December, Kia of Bedford sold over 300 vehicles. Adwords alone drove 154 new vehicle sales and social was a powerful influencer for moving pre-owned inventory.

"We have tons of leads. I have no shortage of leads," Gruhin said. "I have no shortage of traffic. We're selling more cars than we've ever sold."

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DAVID GRUHIN

Director of Operations | Kia of Bedford



DEDICATED
TEAM



DATA-DRIVEN
INSIGHTS



ONGOING
OPTIMIZATION



BIG
RETURNS

PURECARS SOLUTIONS IN PLACE

- ✔ SmartAdvertising®
- ✔ Value Intelligence™
- ✔ ZipDriven™

CAMPAIGNS RUNNING

- ✔ Search
- ✔ Display
- ✔ Social
- ✔ Waze Ads

THE RESULTS

From paid search and display to social media and Waze, Kia of Bedford has become a dominating force nationally. Since he partnered with PureCars, Gruhin has maximized the impact of digital advertising while spending efficiently and moving more inventory. Better yet, Kia of Bedford has adopted a data-driven mindset to accurately pinpoint areas of opportunity to pull in prospects from other dealers DMAs and grow revenue.

Over the course of Q1, the PureCars' team helped Kia of Bedford by dramatically increasing VDP Views (257%), leads (209%) and sales (17%) from digital campaigns. In addition to helping the client exceed sales goals for new and used inventory, PureCars also launched Waze ads, which drove 57% more service and repair leads.

"We are now basically at the point of a 46% increase in business YoY," Gruhin said. "I attribute that in combination with our digital efforts with PureCars, some really clever email campaigns, as well as just general process change here."

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