

COUNTRY HILL MOTORS BOOSTS WEB TRAFFIC AND LEADS WITH ADCUE

Every dealership owner and GM wants to set up their team for success. They expect you to deliver quality leads, and you expect them to turn those into sales.

Unfortunately, third-party websites are getting more expensive and less effective at delivering the leads you need.

As GM of Country Hill Motors, Danny Zaslavsky was tired of using marketing channels that promised results but never delivered. Now that he's switched to AdCue, he's able to connect his team directly with interested buyers.



Danny Zaslavsky, General Manager
of Country Hill Motors

“With AdCue, I know I’m setting my sales team up for success by bringing in local buyers [who are] interested in our inventory.”

WHAT IS ADCUE?

AdCue connects you directly to real customers who are actively searching for vehicles in your inventory.

Using your inventory management data, AdCue automatically creates eye-catching, customized display ads. It then displays those ads to a hyper-targeted audience across Facebook, Instagram, and the Google Ad Network.

AdCue sends customers straight to your vehicle display pages, not a third-party site. It's built directly into the VinCue platform for easy management.

BEFORE ADCUE

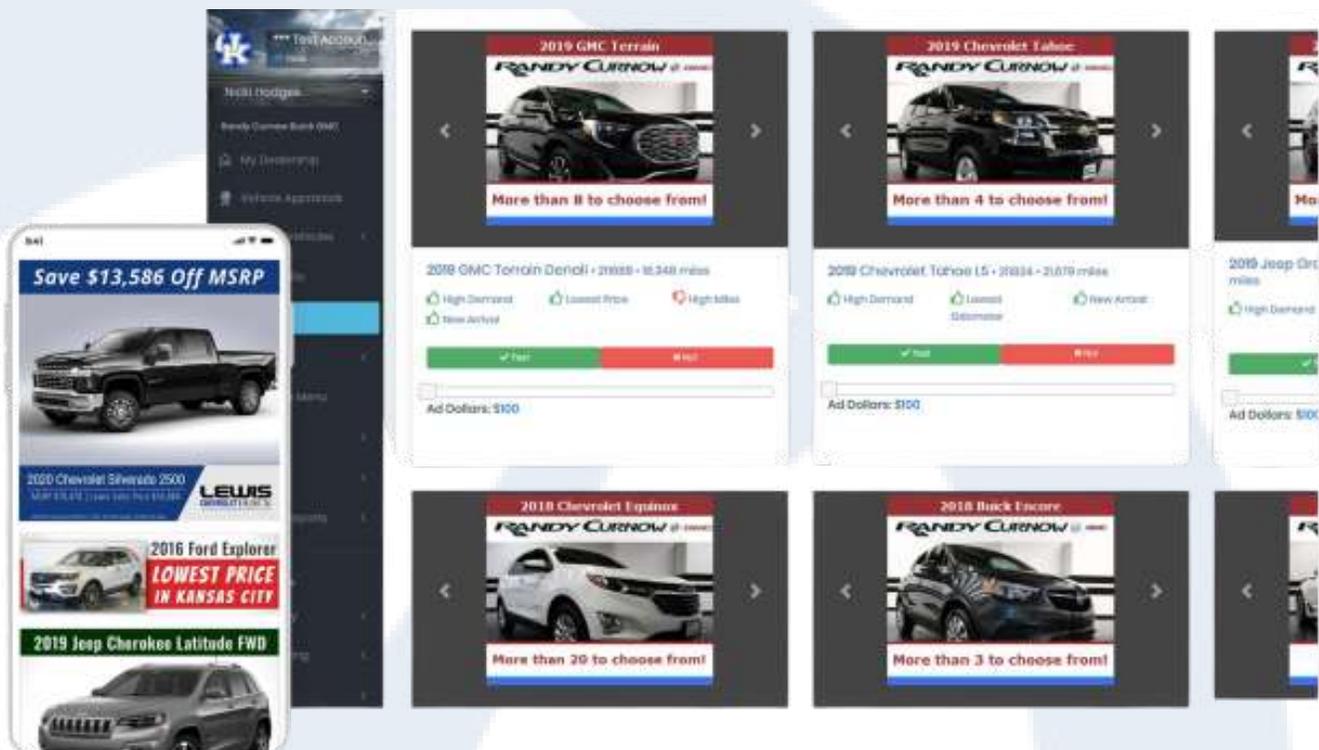
At the end of the day, marketing has one job: attracting real buyers. “Whether it’s traditional or digital [channels], there should be a clear journey between the customer and our dealership,” Zaslavsky explained.

But that’s not what he was getting from third-party lead providers: “We kept seeing third-parties, like Autotrader, direct customers to their own site, not our website” he said.

Traditional marketing channels have also come up short: “Like a lot of dealers, we’ve spent plenty of money over the years on TV and radio spots,” he said. “But with those, there’s no guarantee on the amount of exposure we’ll end up getting.”

Zaslavsky needed a platform whose promises were backed up by actual data. That’s when he found AdCue.

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MAKING THE SWITCH

Zaslavsky was initially skeptical about switching to AdCue.

“Just like other channels, they promised results off the bat,” he said. “I had a hard time believing they could actually serve inventory to in-market customers.”

Those doubts didn't last long.

“AdCue helped boost our website visits almost immediately,” he said.

Zaslavsky attributes these immediate results to AdCue's focus on social media advertising.

“It allows us to meet our customers where they're comfortable, instead of unfamiliar places like third-party sites.”

GIVE YOURSELF PEACE OF MIND WITH ADCUE

The increase in website traffic has been valuable, but AdCue's biggest benefit has been peace of mind for Zaslavsky:

“With AdCue, I know I'm setting my sales team up for success by bringing in local buyers [who are] interested in our inventory,” he says. “That's not something we were able to guarantee before.”

Ready to try AdCue for yourself?

Schedule a demo today to see how AdCue can help deliver better results, higher turn, and higher profits for your dealership.

DELIVERING REAL RESULTS

At Country Hill Motors, the results speak for themselves:

Zaslavsky spends only \$5,000 of his \$40,000 ad budget on AdCue each month, but it's already responsible for half of their website traffic.

“This kind of targeting used to feel like it was exclusive to big players with huge budgets,” he said.

“AdCue has given us a huge amount of reach in our market for a fraction of what it would cost through other channels”.

Compared to third-party channels, the difference is night and day: “Third-parties like Cars.com only delivered around 200 visitors per month — with AdCue, we're seeing over 10,000.”