

Rallye BMW builds traffic & website engagement by adding PowerDisplay™ to the mix.

Background

Rallye BMW is a dealership located in Long Island New York and part of the Rallye Auto group. With a large inventory of premium cars from makes including; BMW, Mercedes, Lexus and Acura, Rallye BMW promotes their half century experience in the luxury automotive industry and their innovative foundation around responding to evolving customer needs with luxury cars and superior service. Rallye BMW is a long time customer of Cobalt with products and services from Cobalt including a website, inventory, lead system, ProCare, PowerSearch and now PowerDisplay.

Program Goal

Rallye BMW's primary goal around adding Cobalt PowerDisplay display advertising to their marketing program was to increase the quantity and more importantly the quality of traffic going to their website.

Rallye BMW has spent and continues to spend a lot of time and effort managing their website content to continually provide relevant information to their customers – potential car buyers who have specific questions and are looking for answers to these questions. With great content such as the "Build Your Car", Q&A, Blogs & Newsletters, Vehicle Research, Showrooms, etc. it was important to drive the right people to the site early in the buying stages.

"Rallye BMW has seen a significant increase in the quality of website traffic from the two main customer buying stages we primarily look at."

~ Shaun Weissman, Manager, Business Development
Rallye BMW

Prior to mid-November 2007, website traffic came primarily from search marketing and OEM referrals. At the end of November Cobalt PowerDisplay display advertising was added to the mix. Initially the paid search budget was

reduced, but Rallye BMW quickly realized that search and display work better in tandem and the paid search budget was reinstated to prior levels.

Keys to Success

Rallye BMW's secret to developing a successful marketing program has been in taking an integrated approach to their marketing efforts. Display advertising goes hand-in-hand with search marketing and other online advertising, and the result is compounded success across the board.

Results

Rallye BMW has seen a steady increase in website traffic month over month. As of August 2008 a 65% increase over November 2007 was realized.

The best news though, is the increased quality of traffic that resulted from adding display advertising. Website visitors are now more engaged with the site, spending more time reading the great information that Rallye BMW provides.

Shaun Weissman, Manager, Business Development for Rallye BMW (www.rallye.com) explains further, "Rallye BMW has seen a significant increase in the quality of website traffic from the two main customer buying stages that we primarily look at," Weissman said. First, the low funnel stage customers, those in the 1-30 day buying stage, looking to make a decision immediately and secondly, the mid and upper level funnel stage customers, those in the 90 day buying stages, early on in the process, doing research and looking to gather more information before narrowing down before making a decision."

KEY HIGHLIGHTS

Rallye BMW
Westbury, New York



Shaun Weissman
Manager, Business Development
Rallye BMW
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FRANCHISES

- BMW
- Lexus
- Acura
- Mercedes

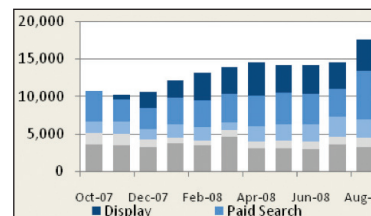
COBALT PRODUCTS

- NitraSM Website
- OnStation[®]
- Dealix[®] Leads
- Media TrackerSM
- ProCareSM
- PowerSearchSM
- PowerDisplay[™]

RESULTS

- +85% increase in total impressions
- +65% increase in website traffic
- Increased balance of funnel engagement

COMBINED WEBSITE TRAFFIC



To learn more about how your dealership can benefit from PowerDisplay, contact Cobalt today.

Email sales@cobaltgroup.com or call 866.200.5099.

Cobalt[®]