



McGrath City Mazda

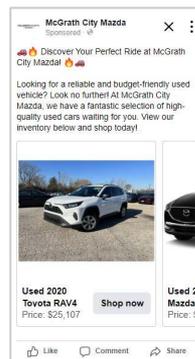
Midwest - Chicago

SOLUTIONS

We helped McGrath City Mazda through an omnichannel approach, including our Performance Max Campaign, Used Car Facebook, New Car Facebook, Drive Video with Inventory, Conquest Email, and Display and Retargeting.

RESULTS

- **SALES:** December 2023 (this dealership's second month with Force Marketing's full strategy implemented) was their best month in store history. They sold 126 units (85 new + 41 used). Their previous yearly average was 45 new + 30 used.
- **SERVICE:** They had their highest repair order count and their highest cost per repair order in December 2023.
- **OVERALL:** 84% Increase in Digital Leads, 31% Decrease in Cost Per Lead, VDP Views up 105% on Core Models (this represents an overall increase from before Force vs. second month with us and full budgets), 10% Store lead closing percentage in Dec 2023 (previous lead closing percentage before Force was 4.5%)



McGRATH CITY MAZDA
6722 W. Grand Ave. | Chicago, IL 60637 | (773) 345-6984

NEW INVENTORY | FEE-OWNED INVENTORY | CONTACT US

SEASON OF INSPIRATION
MAZDA

NO PAYMENTS FOR 90 DAYS ON ALL NEW MAZDA LINE-UP!

NEW 2024 MAZDA CX-30 2.5 S

Lease For **\$249/MO**
36 months
\$2,999 due at lease signing
-OR-
2.9% APR
Financing for 36 months

View Offer >

NEW 2024 MAZDA CX-5 2.5 S SELECT

Lease For **\$349/MO**
36 months
\$2,999 due at lease signing with up to \$1,250 lease. Customer Cash available
-OR-
0% APR
Financing for 60 months

View Offer >

NEW 2024 MAZDA CX-50 2.5 S SELECT

Lease For **\$375/MO**
36 months
\$2,999 due at lease signing with up to \$360 lease. Customer Cash available
-OR-
1.9% APR
Financing for 60 months

View Offer >

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UPDATE PROFILE UNBORROWED

126
TOTAL UNITS SOLD

84%
INCREASE IN DIGITAL LEADS

31%
DECREASE IN COST PER LEAD

105%
INCREASE IN VDP VIEWS



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RESULTS

More Diversified Budgets Between Profit Centers based on inventory and goals: Due to Force's hands on approach and business insights we adjusted the paid search spends to lower funnel campaigns like New and Used Car Inventory keywords. The previous vendor was spending heavily on Brand terms which weren't converting to high quality leads. Search active shopper campaigns were also added through the RGTM+ program for an added layer of low funnel audiences. With this adjustment the store saw an immediate increase in closing percentages.

Introduction of Demand Creation Channels and Products: Through Force Marketing's recommendation McGrath City Mazda added a focus on creating demand. They added Performance Max, Dynamic Inventory Facebook, Dynamic Streaming campaigns, and Conquest Email to reach audiences who are most likely to convert to new and used car sales.

