

3 Steps to 40x ROI for Auto Dealers

STEP

Reviews



Locations that requested reviews saw:

10% Improved sentiment

Top 3
Ranking in search

2X Views and actions

STEP **2**

Business Listings



Locations that optimized their business listings generated:

33% More website visits

More requests for driving directions

More phone calls

STEP

Social Media



on Facebook had:

10%

44%
More reviews across all sites

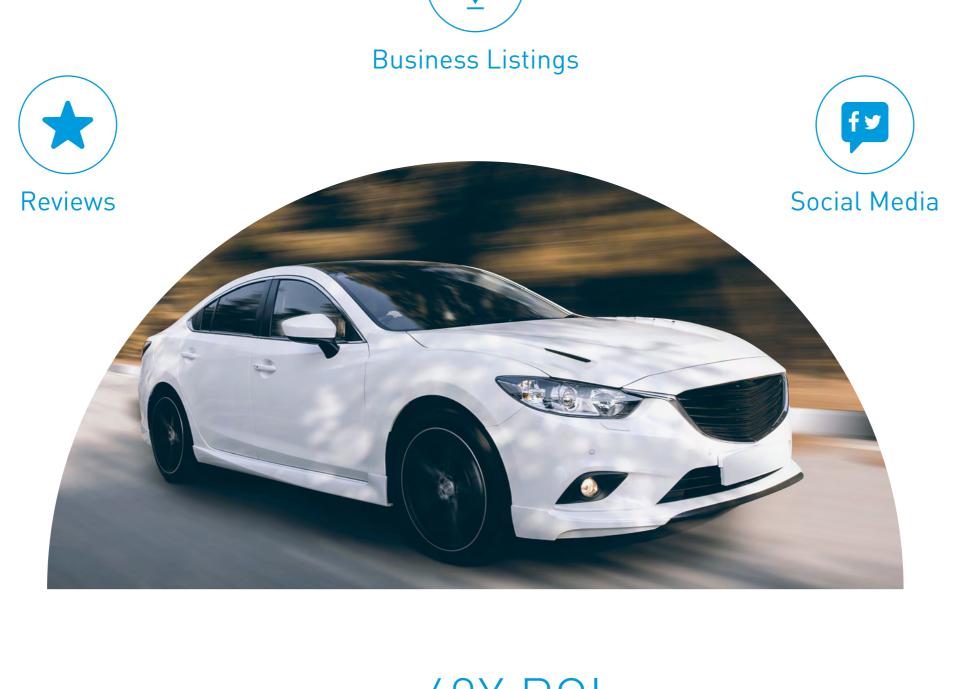
Higher ratings across all sites

Average reputation scores
100 points higher than
other locations

+100 Pt

other locations





\$95,000 profit per year, per location

Locations with an ORM platform sold 2.4 more vehicles per month, and grew 24% faster

Locations that invested in an online reputation management (ORM) platform for three years grew 24% faster than other locations and sold 2.4 more vehicles per month — a 40X return on their investment. This translates to an estimated profit of \$95,000 per year, per location.