

3 Steps to **40x ROI** for Auto Dealers

STEP
1

Reviews



How was your experience today?



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

10%

More requests for driving directions

17%

More phone calls

STEP
3

Social Media



Locations that engaged with car buyers on Facebook had:

44%

More reviews across all sites

10%

Higher ratings across all sites

+100^{Pt}

Average reputation scores 100 points higher than other locations



ORM Drives Revenue



Business Listings



Reviews



Social Media



40X ROI

\$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.

Schedule your Reputation.com demo today.