



Notbohm Motors

Real-World Dealers, Real-World Results

Discover how CDK Global worked with Notbohm Motors to optimize digital advertising strategies in a dynamic marketplace.



The situation

Getting the right vehicle in front of the right customer, at the right time, is challenging in and of itself. But add in ever-changing OEM incentive programs, leasing options and customers who use multiple devices and move around online, and matching dealer promotions to inventory becomes even more complicated. As owner of Notbohm Motors, Chuck Notbohm experienced this challenge firsthand. His highly competitive and advanced marketplace required a nimble and personalized approach to digital advertising, and so he turned to CDK Global for help.



“ The digital side of advertising is a monster that changes so quickly. We needed experts to help us, so we chose CDK because of their technical capabilities and extensive relationships within the industry. ”

Chuck Notbohm,
Owner, Notbohm Motors



The challenge

Build successful digital advertising strategies in a changing marketplace.

Takeaways

Multichannel

approach helps adjust bids and budgets in real time

Tailored ads

boost inventory searches, phone leads, email leads and dealer traffic

Nearly 31

targeted vehicles in inventory were sold in one month after implementation

The solution

Notbohm Motors partnered with CDK for a solution. After discussing Notbohm's market and his challenges, his digital advertising analyst recommended strategic solutions to move inventory and make the most out of incentives. Chuck's dealership now stays in sync with monthly planning and strategy calls, and follow-ups to adjust tactics based on special promotions, limited incentives or new inventory.

"The CDK team does not waste your time. Calls are precise and CDK is prepared. I value the fact that there are many others things to do in the day. CDK has done their homework. They know your inventory and current OEM incentives. That's why their recommendations are crisp, clear, to the point."

In addition, Chuck and his team utilize a multichannel approach and leverage the CDK budget optimization system (BOS). The BOS adjusts bids and budgets in real time, maximizing spend and visibility *across multiple channels* such as Bing, Google, display ads and retargeting, driving more shoppers to Notbohm's site. By using this approach, shoppers can find the exact model that Chuck has in his inventory, while Chuck's dealership creates overall awareness and connects to shoppers lower in the funnel.



“CDK is very personal in the relationships they build and they're extremely focused on us — no matter who they're working with at our dealership. CDK is our assistant in the next room and is always working hand in hand to do the best they can for us. They always deliver results.”

Chuck Notbohm, Owner, Notbohm Motors

The result

By tapping into Digital Advertising solutions from CDK, Chuck moved his dealership's target inventory.

"In one month of the program, we were able to move 30 of the 31 targeted Silverado trucks in inventory."

Chuck's success didn't stop there. Inventory searches, phone leads, email leads and dealer traffic have increased due to Chuck's highly creative and tailored ads — which are consistently applied across all channels. Not only has this increased traffic resulted in Chuck selling more target vehicles, but it also added in quality leads and engagement that helped Chuck successfully convert "on the fence" shoppers to different inventory.

For more information about CDK Global Digital Advertising solutions, visit cdkglobal.com/sellmorecars