



Sunshine Chevrolet

Real-World Dealers, Real-World Results

See how CDK Global helped optimize digital advertising strategies for Sunshine Chevrolet, and how we can help your dealership.

The situation

Every day, dealers are faced with connecting shoppers to vehicles in their inventory. This can make balancing the perfect mix of spend across traditional and digital media feel like a never-ending challenge. In addition, traditional media often requires users to cast a wide net just to reach a small number of shoppers actually looking to buy — and it’s hard to quantify the impact of these efforts.

Digital media can help. Sunshine Chevrolet Principal Kristy Elliott decided to change her traditional media approach and focus solely on digital advertising. While this fresh approach was welcomed, she quickly realized that she would need help from experienced professionals in the automotive space.

“ I was always concerned about pay-per-click and Google AdWords. They can become a runaway train very quickly. I decided to go with CDK Global because they’re a recommended leader in the field. ”

Kristy Elliott,
Principal, Sunshine Chevrolet



The challenge

Move more inventory efficiently and effectively while reducing spend

Takeaways

Digital media

better connects shoppers with the inventory that they’re searching for

Digital targeting

helps dealerships connect with the right customers, expand metrics and move inventory

More than a 20%

increase in impression share in just one quarter

The solution

Sunshine Chevrolet and CDK hit the ground running. They set up monthly meetings to pinpoint inventory needed for program support, review current OEM incentives and decide on strategies. This process is key to successfully addressing new challenges as they arise.

“With help from CDK, we’ve been able to really manage our spend in a smart way.”

Kristy’s dealership also leaned on CDK to help dial in their targeting. Initially, Sunshine’s digital targeting was only based on a mile-radius approach. This was somewhat limiting because Sunshine’s market stops at the South Carolina border — only 20 miles from their location. Instead, CDK tailored Kristy’s plan to target by county. This provided a huge jump in metrics and made a large impact compared to other dealers’ — as well as to the automotive space overall.

The result

By leveraging the expertise from CDK, Sunshine Chevrolet has improved their digital cost management structure and is getting a much bigger bang for their buck. The dealership’s overall impression share went from 65 percent to 78 percent in just one quarter. This is a 20 percent increase in a very short period of time, and it’s still climbing. Kristy provided a specific example of inventory that her dealership was looking to move.

“Because our dealership is located in a mountainous region, the Colorado Z71 is a popular model. Our inventory had built up, so we shifted our focus to the Colorado Z71 for the month. CDK made sure that all our digital assets (website, social and ads) were aligned with that model and continuously optimized the digital advertising spend. Our sales more than doubled — and we almost ran out of inventory.”

Kristy Elliott, Principal, Sunshine Chevrolet

INSIGHT IS 20/20

Sunshine expanded their impression share with CDK digital targeting.

20 miles

Sunshine’s original market reach

20 percent

Increase in impression share

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