

An Enduring Partnership and Data-Driven Strategy Drive More Leads for O'Brien Auto Group

PureCars has been invested in the growth and profitability of O'Brien Auto Group since 2015. The two teams work closely together to create and optimize a digital strategy with proven success over time.

BUSINESS GOALS & KPIs

TOP KPIs

- ✓ Impressions & CPM
- ✓ Website Traffic
- ✓ Leads & Lead Submissions
- ✓ Cost per Lead
- ✓ Conversion Rate
- ✓ ROI

O'Brien Auto Group's primary goals for advertising are brand awareness, staying top of mind (especially as it pertains to retargeting), and purchase consideration. Mariam and her team strive to meet these three goals in all facets of advertising — across PPC, social, third party advertising, etc.

CHALLENGES PRIOR TO PURECARS

Before partnering with PureCars, O'Brien Auto Group had a hard time maintaining high visibility on search engine results pages (SERP) for organic search.

"Prior to using PureCars, and to the best of my knowledge, we struggled to maintain SERP optimization and stay relevant in a highly competitive industry," Ketner said. "PureCars has helped drive our objectives in using SEM to strengthen our advertising methods."

SOLUTIONS WITH PURECARS

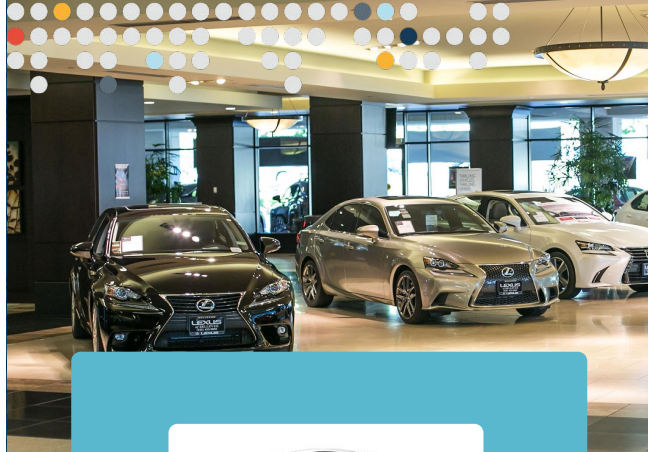
PPC seems to be one of the top methods of advertising in automotive. PureCars has helped our dealers navigate this ever changing landscape not only on the Tier 3 level but also understanding Tier 1 and Tier 2.

[Our Strategy Manager] Mickey has done an exceptional job walking us through every facet of PPC; from metrics, to reports, to new tools our dealerships are equipped with what we deem appropriate in the PPC realm of advertising.

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Mariam Ketner
Director of Social & Digital Media
O'Brien Auto Group



ABOUT O'BRIEN AUTO GROUP

Founded in 1986, O'Brien Auto Group started with a single Lexus dealership in Bellevue, WA. Today, O'Brien Auto group is the region's largest auto dealer, consisting of 12 dealerships across Oregon and Washington State, representing 9 top brands.

The group's philosophy is simple: focus on making the experience of buying and owning a vehicle as easy and enjoyable as possible for their customers.

To learn more about O'Brien Auto Group, please visit: www.obrienaugroup.com

PURECARS WEBSITE ADS

100 LEADS IN 1 MONTH

11K TOTAL REACH

13% LEAD RATE

"Bi-Weekly overview calls, as well as monthly performance reviews, by store, with GM's and Marketing team solidify our Partnership with the O'Brien Auto Group. The level of communication and understanding of each stores' objectives ensures we are always partnering to achieve the same goals!"

Mickey Thompson

Major Accounts
Strategy Manager
PureCars



ABOUT PURECARS

Get stronger, smarter intelligence with PureCars. Our proprietary automotive marketing platform is built on the expertise of a wide range of industry vets — from data scientists to digital advertising experts — working relentlessly to ensure your dealership keeps growing. We make decisions rooted in strategy, not speculation, and have the proof in every penny. PureCars is a certified digital provider for 13+ OEMs.

www.PureCars.com

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PURECARS SOLUTIONS

- ✓ Paid Search
- ✓ Display
- ✓ Social Retargeting
- ✓ Video Advertising
- ✓ Website Ads
- ✓ Attribution

RESULTS & DATA POINTS

To continue generating leads during the COVID-19 Shutdown, O'Brien Auto Group used PureCars' website advertising tool, driving people to their sites with data-driven digital ad campaigns on search and social.

"We recently used [website ads] to get leads during COVID-19. We received over 100 leads across our stores and it worked amazingly! Our dealerships were able to sell cars as a result. We also have seen social as the #1 and #2 top referrers for website traffic and this is based on PureCars social retargeting." - Mariam Ketner

Why do you recommend PureCars?

- Technology
- Performance
- Ease of use
- MICKEY!

Toyota Loves Kirkland Black Friday Sales Event - Daily Surprise Drawings Over \$4,000 In Total Prizes! Visit To Enter!

Complete this form in the next 10 days to redeem this offer on your next vehicle

PureCars Website Ad

PAID SEARCH RESULTS YTD

O'Brien Auto Group had its best month of the year in June, after rebounding in May.

2020	IMPS	CLICKS	CTR	CPC	CONVS	CALLS	LEADS
JUN	119K	12,025	10.10%	\$3.40	1,637	287	957
MAY	77.8K	8,019	10.30%	\$2.91	1,174	229	682
APR	48.1K	5,427	11.26%	\$2.91	635	181	284
MAR	93.6K	9,479	10.13%	\$3.65	969	232	456
FEB	109.1K	11,754	10.77%	\$3.56	1,189	236	591
JAN	97.4K	10,856	11.15%	\$3.31	1,110	196	492