

3 reasons why using Google pays off for automobile dealers



AT A GLANCE

- Auto shoppers use Google to find dealerships
 - Dealers can target customers in their local area
 - Google delivers superior ROI through CPC advertising
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To learn more, go to www.google.com/localfaq



Show your ads to people searching for results in an area you define with a radius and center (top) or polygon (bottom).

1. Consumers use Google to find auto dealers

- 3 out of 4 online consumers looking for an automobile dealer use a search engine to find that dealer (Insight Express Study for Google, 2003).
- More than 50% of all automotive searches on the web are now conducted on the Google ad network (StatMarket 2004).
- The Google network reaches over 80% of all Internet users every month (Media Metrix, December 2004).
- Google attracts more 2-year intenders than any auto site and ranks second in reach to 6-month intenders (Source: Allison Fisher Research 2003).

2. Target local customers

- Google has the ability to target users by state, city or geographic location, enabling an automobile dealer to reach local customers.
- The Google network provides dealers with access to local new and used auto shoppers, parts and accessories shoppers, or consumers needing vehicle repair.
- Local commercial searches—those seeking merchants “near my home or work”—represent 25.1% of all searches performed by online shoppers (Kelsey Group, 2003).
- Local consumers with Internet access use search engines 22% more frequently than printed Yellow Pages (Kelsey Group, 2003).

3. Superior return on investment (ROI)

- With cost-per-click (CPC) advertising, dealers only pay when a customer clicks on their advertisement.
- With Google, dealers can calculate to the penny how much it costs to drive traffic to their website, generate qualified leads and, most importantly, sell vehicles.
- FordDirect's cost per lead on Google is less than \$5 per lead, and the dealer cost per sale is less than \$100 (FordDirect Case Study, 2003).