

The Dealer Guidebook 2.0

How Dealers Can Drive Success On Google





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Driving the Change

The last ten years have been punctuated by advancements in technology, and the pace is accelerating. The automotive industry is being shaped by autonomous vehicles, connectivity, electrification, and shared mobility. As I meet with OEM's and business leaders, they consistently cite a fifth, equally important trend — the digitized customer journey.

With an amplification of online resources, car shoppers have become more empowered and ready to buy before reaching the dealership. In fact, 71% of auto purchasers do not submit a traditional lead, and 41% first communicate with the dealer when they arrive in person¹. The takeaway — you must win online before you win in store.

We launched the Dealer Guidebook (2017) to help dealers prioritize Google Ads products. In just two years, our ambition for the industry has grown quite a bit. The Dealer Guidebook 2.0 is designed to help dealers integrate marketing automation and technology into their digital strategies.

Powered by machine learning, these best practices focus on delivering relevant messages to car shoppers at scale and connecting Google Ads investments to dealerships' sales goals.

We're proud to share a resource that will move the industry forward in transparency, efficiency, and profitability.

¹Google/Kantar Automotive Path to Purchase 2019

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TRUTHS

Car shoppers research heavily

63% discover their purchasing dealership online. You can't win on the showroom floor if you don't first win online.

...over a three-month period

81% of purchasers spend up to 3 months doing research.

...and are ready to buy when they arrive at your door

71% of purchasers do not submit an online lead action (up from 39% in 2013). 41% have their first communication with you when they arrive at the store.

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TRENDS

Newer isn't always better

55% of new car shoppers consider used or CPO (up from 30% in 2016).

I'm on the phone!

69% of shoppers will ONLY interact with your mobile site.

Search is still #1

88% of purchasers are still searching just 3 days before purchase. And search is the #1 last step before visiting a dealership.



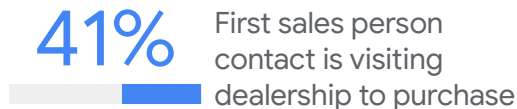
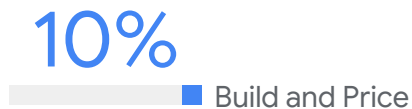
SOLUTION

Automate to drive profit

Focus on the business objective to grow your business profitably. Then let Google automation deliver the results you need to achieve your goal.

Store Visits strongly correlates to sales

Store Visits is captured via Google Ads or Google Analytics. Use it to measure the rate at which customers are driven to your store, and how much those visits cost. This is a key step toward valuing your marketing investment.



Mapping Tech



Survey Verification



Location Opt-Ins



Deep Learning



Store visits

*Based on internal Google data (above)

Connect ad effectiveness to your profitability

Below are national averages for used to walk through the calculation. Once you have these 2 data points for your own campaigns, you are one step closer to evaluating your marketing efforts.



10.5%

Average Store Visit Rate
(New, Used, and Fixed Ops)

\$30.46

Average Cost per Store Visit
(New, Used, and Fixed Ops)

*National averages based on internal Google data

Calculate your return on ad spend

Using your marketing investment, foot traffic generated by your ads, your in-store close rate, and your expected profit per transaction, you can calculate your total expected profit per advertising dollar spent.



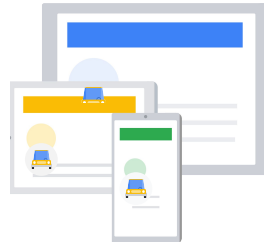
Store Visits

High Value Customer
Action
(Can be Calls, Leads, Store Visits)

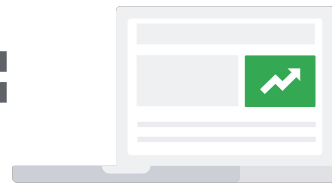


Profits Per Visit

Close Rate
X
Profit Per Transaction



Marketing Investment



Dealer Profit

Revenue per Advertising \$1

Calculate your return on ad spend

You can apply this to any media channel to compare the performance of each of your marketing channels, and prioritize your marketing investments accordingly.

$$3,350 \times \$510 \div \$100K = \$17.09$$

Store Visits

3,350 Store Visits

Profits Per Visit

In-Store Close Rate of 30%
x
In-Store Profit Per
Transaction of \$1,700

Marketing Investment

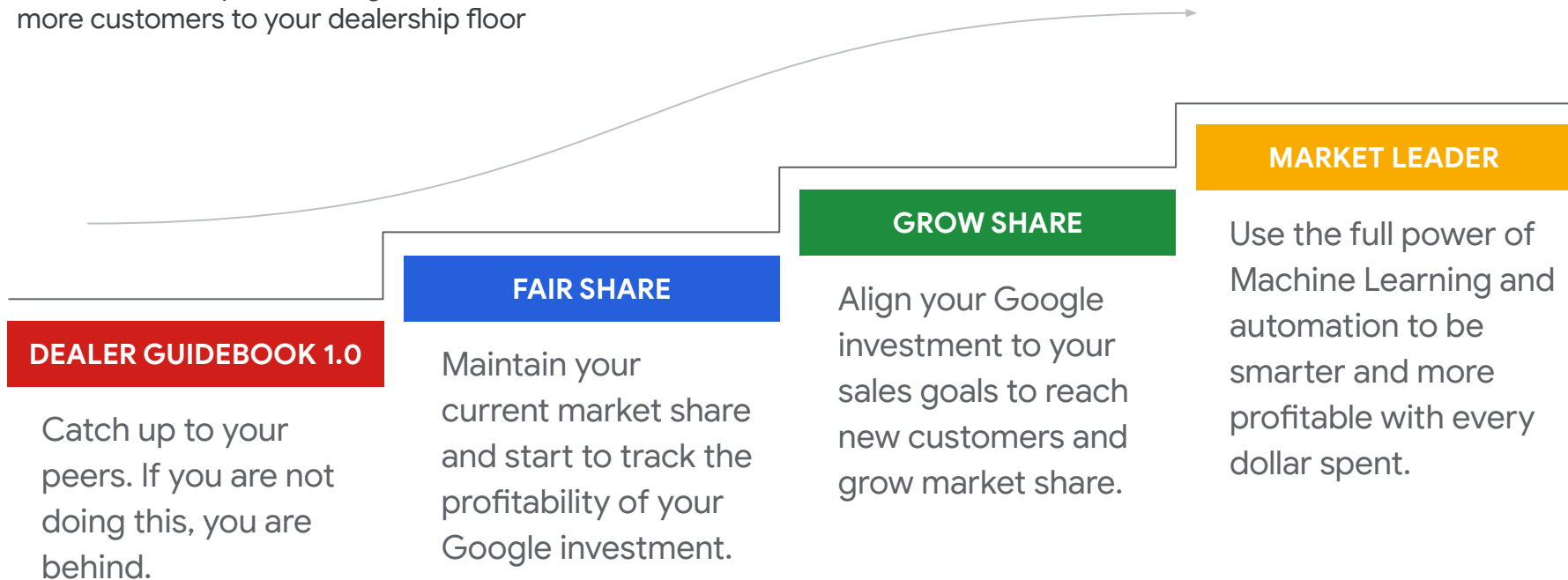
Investment of \$100,000

Dealer Profit

Per \$1 spent

The Dealer Guidebook 2.0 Product Pillars

Follow these steps, from beginner to advanced, to drive more customers to your dealership floor



DEALER GUIDEBOOK 1.0

Goal: Catch up to your peers. If you are not doing this, you are behind.

Measurement: Define digital success for your business and track those actions on site and after the ad click

- ☐ Implement Conversion Tracking in Google's Ad Interface, track all actions that are valuable to you
- ☐ Link your Google Ads Account to your Google Analytics for post ad click analysis
- ☐ Create goals aligned with business outcomes (Calls, Leads, Store Visits)
- ☐ Link your verified Google My Business account to Google Ads
- ☐ Use Google's Dealer Opportunity Explorer to uncover incremental opportunities; reach out to your advertising provider for access

Search: Capture the intent of customers by answering their Google searches

- ☐ Build Keywords to cover entire customer journey
- ☐ Optimize account structure using Micro Moments to prioritize budget to campaigns that drive business outcomes

Video + Display: Get people into your store by driving awareness through Video and Display

- ☐ Develop creative targeted to your dealership's market
- ☐ Activate Google Video (TrueView) Campaigns to engage your customer on YouTube and across the web
- ☐ Allow customer interaction with your video ads by enabling Video Ad Extensions: Location & Call-To-Action
- ☐ Activate Google Display campaigns to reach shoppers at scale across the web
- ☐ Activate Gmail Ads to reach shoppers in their inbox

FAIR SHARE

Goal: Maintain your current market share and start to track the profitability of your Google investment.

Measurement: Understand the profit impact of your Google investment

- ☐ Use Google Profitability Calculator to calculate your current ROI and how your Google investment impacts your bottom line
- ☐ Use Non-Last Click Attribution to better understand how your ads perform across your customers conversion path

Search: Segment your customers through Google Audience Solutions to identify and prioritize the ones most likely to convert to a sale

- ☐ Show ads to your past visitors as they do follow-up searches on Google, after leaving your website using Remarketing List for Search Ads (RLSA)
- ☐ Leverage Customer Match to target ads to your customers using the data they have shared with you across Search

Video + Display: Hold on to current customers and re-engage them throughout the research phase

- ☐ Re-engage customers who have visited your site, interacted with your videos and have visited your YouTube Channel with Display and TrueView Remarketing
- ☐ Leverage Customer Match to target ads to your customers using the data they have shared with you across Display, Video and Gmail Ads
- ☐ Use Dynamic Display Remarketing paired with your inventory feed to re-engage your customers based on the inventory they have previously viewed on your site

GROW SHARE

Goal: Align your Google investment to your sales goals to reach new customers and grow market share.

Measurement: Set a sales goal and calculate the Google investment needed to profitably grow market share

- ☐ Use the Google Profitability Calculator to estimate how many Store Visits, Calls and Leads you need to drive to meet your sales goal

Search: Expand your Search Strategy to get you more conversions and reach more audiences

- ☐ Activate Smart Bidding to Maximize Conversions across; remember to customize campaign level conversion settings based on campaign goals
- ☐ Create Similar Audiences from your remarketing lists to reach new customers
- ☐ Use Responsive search ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Video + Display: Reach new customers that are likely to result in a sale on Youtube and Display

- ☐ Activate Google Audience Solutions (In-Market, Similar, Custom Intent & Affinity) on current YouTube & Display campaigns to reach high value customers
- ☐ Keep customers engaged by using Video Ad Sequencing to tell your brand story
- ☐ Use Responsive Display ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

MARKET LEADER

Goal: Use full power of Machine Learning and automation to be smarter and more profitable with every dollar.

Measurement: Compare your profitability to other marketing channels and prioritize the largest opportunities

- ☐ Use Google Profitability Calculator to compare Google ROI and profitability to other channels
- ☐ Use Google Analytics to track Store Visits not only in Google Ads but for all customers that visited your site

Search: Fully automate your Search Strategy to allow the Machine to drive the most profitable growth

- ☐ Tell Google the \$ value of your most profitable conversions and let Smart Bidding optimize to that value
- ☐ Target customers who have visited your inventory pages on site using Dynamic Search Ads with page feeds
- ☐ Use Portfolio bidding to share budgets and optimize across accounts

Video + Display: Acquire new customers by deploying a dynamic video solution that surfaces your inventory and relevant offers

- ☐ Customize your Video campaigns with Dynamic inventory and offer-based video
- ☐ Drive form leads and website engagement from your video ads with TrueView for Action
- ☐ Use Smart Display Campaigns to fully automate targeting, bidding and ad creation on the Google Display Network

Cross-Platform

- ☐ Use Local Campaigns to activate Google Ads from one campaigns across Google's largest properties
- ☐ Get exclusive reach across YouTube, Gmail and Discover with a single ad campaign using Discovery Campaigns

Additional Resources

Want more information? Use the resources below to get more detailed practices and calculate the profit from your marketing activities, then share with your agency partner.

[Click here to get more detailed best practices](#)

[Click here to download the free profit calculator](#)

Thank You