

ACTON CDJR'S

transition to CarGurus SEM Plus

Acton CDJR is a small franchise dealership located in New England and has been a CarGurus customer for the past 4 years. Since upgrading their account to SEM Plus in 2018, Acton CDJR has increased their market share for multiple core models, grown their lead volume, and their sales have increased significantly.

Paid Search Campaigns

Budget per month:
\$13,000

of keywords per month
53,941

of unique ads per month:
3,010

Results from CarGurus SEM Plus

Increased budget
+140%

Increased market share
for multiple core models
+80%

+79%
increase in leads

Our best-in-class technology automatically executes and optimize your campaigns, which allows our digital consultants to focus on your paid search strategy to achieve maximum results.

”

“Our transition from our prior provider to CarGurus was virtually seamless.”

-Coleman Hoyt