

Customer Success Story

Ontario Volkswagen

Location: Ontario, California

Dealer Type: Small Franchise

Number of Stores: 2

Customer Since: February 2015

Ontario Volkswagen added CarGurus display ads to supplement their existing listings package in August 2015.

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At the beginning of the year, I met with my strategic partners and made a decision about who I wanted to grow my business with in 2017. I made a decision I was going to partner with CarGurus.

Earl Reed, General Manager
Ontario Volkswagen



The Value of Targeted Display Ads



Own Your VDP

“CarGurus display ads allow us to lock down our VDPs so other dealerships aren't competing for the shopper's attention while they're looking at our inventory.”

Gabriel Gasteiger, Analytics Specialist
Ontario Volkswagen



Build Your Brand

“Brand exposure is very important; if there is no brand awareness then no one knows about you.”

Gabriel Gasteiger, Analytics Specialist
Ontario Volkswagen

Ontario Volkswagen's display ads drive

3.3x higher CTR than industry average*



Retargeting

“Once shoppers have left our VDPs and gone elsewhere on the web, we're able to serve them those same display ads hopefully bringing them back to Ontario Volkswagen.”

Gabriel Gasteiger, Analytics Specialist
Ontario Volkswagen



Increased Engagement & Lead Quality

“Once we switched off all our other vendors to focus on CarGurus, we saw an increase in the quality of traffic and an increase in total engagement. It was definitely very encouraging right off the bat.”

Gabriel Gasteiger, Analytics Specialist
Ontario Volkswagen

For more information on display advertising opportunities with CarGurus, call:
1-800-CARGURUS

*Google Display Benchmarks, Nov 2016-Apr 2017

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