

Markosian Auto

drives quality traffic to their website
with CarGurus SEM Plus

As an independent buy here/pay here dealership, Markosian Auto in Salt Lake City is constantly looking for new ways to drive traffic to their web site. When they heard about CarGurus SEM Plus, they put it to the test, and immediately saw results.

Paid Search Campaigns

Budget per month:

\$4,000

of keywords per month

1,974,199

of unique ads per month:

5,729

Results from CarGurus SEM Plus

INCREASED
traffic to their dealership website

200%
Increase in website leads

CarGurus SEM Plus is powered by our proprietary data from the largest automotive marketplace, we help you understand your paid search investment and the strategy needed to drive performance.

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“The CarGurus SEM tool drives a lot of traffic to our dealership and it has contributed to a lot of sales.”

-Nick Markosian