

Top 10 Stats

Getting more leads.
Converting more leads.

Based on dealer data from last 90 days



Google PPC R/Lead

Best	R 42
Top 10	R 108
Average	R 130

Facebook Boost R/Lead

Best	R 62
Top 10	R 86
Average	R 115

Email Marketing R/Lead

Best	R 14
Top 10	R 38
Average	R 110

SMS Campaign R/Lead

Best	R 16
Top 10	R 57
Average	R 110

Dealer Website Visitors

(Monthly)

Top 10 **16 725**

Avg. **1 897**

Dealer Facebook Fans

Best **29 000**

Top 10 **15 500**

Average **5 000**

Leads / Vehicle

Best 174

Top 10 16

Avg. with 5 + pics = 4.4

Avg. no pics = 2.5

Photos / Vehicle

Best **30**

Top 10 **20**

Average **9**

Online Service Bookings

Best **89**

Top 10 **25**

Average **4**

Lead Closure Rate

Top 10 **17 %**

Average **8 %**