

TRAFFIC DRIVERS

DEALER SUCCESS STORY

Northeast Hyundai Dealer Email Dominates Web Traffic

Jack said YES! to 3 Birds...and YES! to every deal that came to the dealer's virtual showroom with an email campaign to promote his 2-day "YES!" weekend event. Traffic driven to the dealership's website outranked other industry referrals in multiple top-ranking key performance indicators.



3birds.net

#4 SOURCE

RANKED 4TH IN OVERALL TRAFFIC TO THE DEALERSHIP WEBSITE

Google organic, Google CPC, and Direct referrals ranked 1st-3rd

4:14

AVERAGE TIME ON SITE

- 2nd longest average session
- 3:00 average session across all sources

51

WEB PAGES CLICKED THROUGH AFTER OPENING YES! EMAIL

8

SHOPPERS CLICKING THROUGH MORE THAN 10 PAGES DEEP ON SITE

5

TRANSACTIONS

28%

OF TOTAL TRANSACTIONS

LEADING ALL SOURCES IN CONVERSIONS OUT OF 18 TOTAL TRANSACTIONS IN 2 DAYS

23%

OPENED

17%

CLICKED

ENGAGED INTERACTIONS WITH 3 BIRDS' DYNAMIC COMMUNICATIONS