



# Key Hyundai

## COBALT SUCCESS STORY

Key Hyundai Dealer Principal, Maureen Burnett, shares some of her successful results from the Hyundai Digital Advertising Package:

- ✓ **47% increase in cars sold** since the start of the program
- ✓ **Over 4000 leads** in first six months of the program
- ✓ **Over 20% conversion rate**



"The biggest asset to us is our Advocate. They're pro-active, and I really like the results we're getting and the increased traffic and leads."

"Our people haven't been really strong on the web, but our Advocate guides us through so we can do what we enjoy – sell cars."

"Email blasts, along with the retargeting that follows people around the internet, are what I like the best."

Maureen Burnett  
President, Key Hyundai  
[www.keyhyundai.com](http://www.keyhyundai.com)

***"I like measuring the increase in emails, phone calls and the time prospective buyers spend on our site."***

To learn more about the successes you can have with the Hyundai Digital Advertising Package, go to: [www.hyundaidigitalmarketing.com/advertising](http://www.hyundaidigitalmarketing.com/advertising).

Have questions? Call us at 1-888-248-8119.