



Cobalt Success Story

Niello Volkswagen

By using Cobalt Digital Advertising solutions, Niello Volkswagen is able to reduce their overall advertising spend while increasing visibility in their target markets.



Rodney Calvin
Sales Manager
Niello Volkswagen

“We’ve noticed increases in traffic to our website through our digital marketing efforts with Cobalt, so we have been able to cut back on our print spend. It has been very effective for us and it’s helping our bottom line.”

From June 2010 to May 2011, Niello Volkswagen has seen:

- **311% more** Website Visitors
- **312% more** Phone Calls
- **217% more** Inventory Searches
- **221% more** Hours & Directions Page Views

Niello Volkswagen utilizes a Volkswagen Dealer Website, Cobalt ProCare, the Volkswagen Digital Ad Package, and Owner Marketing.

“We are sourcing our walk-in traffic to the dealership and we are finding that the majority of it is coming from our Cobalt website and our Volkswagen sponsored regional website.”

“I would definitely suggest these services to another dealership. You receive very personal and knowledgeable account management from a group that is very good at what they do. It’s like having your own personal marketing team that has a ton of resources and data to help you out.”

The screenshot shows the Niello Volkswagen website interface. At the top, there's a navigation bar with links for Home, New Cars, Pre-Owned Cars, Service & Parts, About Us, Order Parts, Contact Us, Specials, and Get Pre-Qualified. A search bar and a 'View Inventory' button are visible. The main content area features a banner for 'Autobahn for All Event' with a 'View Inventory' button. Below the banner, there are three car listings: a 2007 Jetta SE for \$16,654, a 2007 GTI for \$18,825, and a 2008 New Beetle for \$15,995. Each listing includes a 'View Details' button. At the bottom, there's a 'Hours of Operation' table, a 'Certified Pre-Owned' badge with a 'View Inventory' button, and a 'Niello Best Price Guarantee' badge with a 'Contact Internet Sales for details' button.

SALES	SERVICE	PARTS
Sunday	10:00AM-6:00PM	
Monday	8:30AM-5:00PM	
Tuesday	8:30AM-5:00PM	
Wednesday	8:30AM-5:00PM	
Thursday	8:30AM-5:00PM	
Friday	8:30AM-5:00PM	
Saturday	9:00AM-7:00PM	

To learn more about how Cobalt’s Digital Advertising Solutions can help your dealership, please visit: vwdealersonline.com or call 1-888-778-7048.