

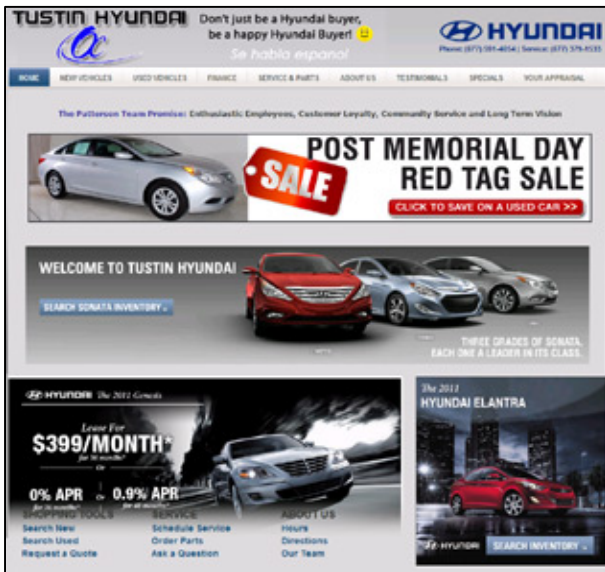


Tustin Hyundai

COBALT SUCCESS STORY

Lynda Nelson, Director of Customer Affairs at Tustin Hyundai explains how Cobalt ProCare and her Account Advocate help simplify their digital marketing strategies and deliver powerful results.

- ✔ **26% Conversion Rate**
(email & phone)
- ✔ **273% Increase in Leads***
- ✔ **268% Increase in New Model Searches***



“We’re just a year in but I would tell people we are very, very pleasantly surprised with everything that Cobalt has to offer.”

“I always get the feeling that I am my Advocate’s only customer. She never sounds rushed, she almost always answers her phone, and the very few times I have had to leave her a message she calls me back almost immediately. I don’t know how she does it. I don’t know if there is actually 10 of her, I think that’s what’s going on.”

“Our SEO and the power of what we have experienced has been nothing like we thought it was going to be.”
Tustin Hyundai has experienced a 229% increase in organic search referrals from Google.*

Lynda Nelson
Director, Customer Affairs, Tustin Hyundai

“I would recommend Cobalt without a doubt and I would tell another dealer that my experience with my Advocate has been extraordinary.”

To learn more about the power of the Hyundai Digital Marketing Solution with Cobalt, please visit: <http://www.hyundaidigitalmarketing.com> or call 1-888-778-7053.

Tustin Hyundai utilizes a Hyundai ProSite with Cobalt ProCare, PowerSearch, and ReMarketing.

*Statistics are based on the timeframe between October 2010 – May 2011

