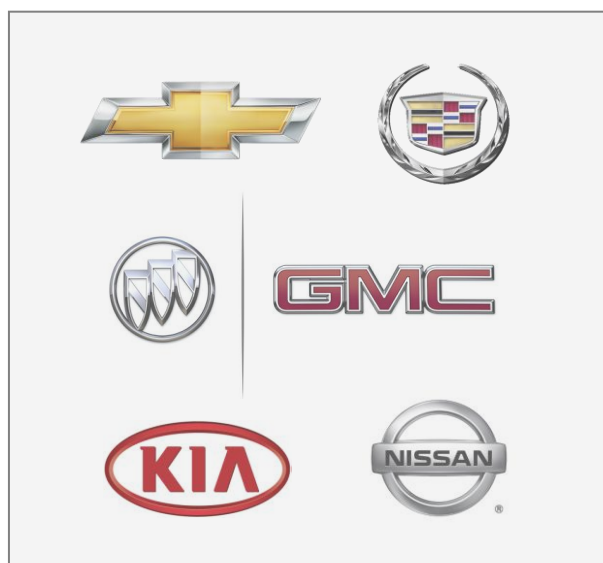


Jerry Seiner Dealer Group

COBALT SUCCESS STORY

Chris Hemmersmeier, Dealer Principal of the Jerry Seiner Dealer Group in Salt Lake City, Utah, shares the value he sees in implementing a successful digital marketing strategy as a dealer group.

- ✓ **3,000 leads this month** across their different sites
- ✓ **20-30% of sales** proven to be from online (Chris thinks it's actually 80%)
- ✓ **Over 50%** of Cadillacs sold in the state using primarily online marketing



"To leverage the OEM's ad spending, we make sure we link to their websites and whenever they have a digital campaign going on, we make sure we take part in it."

"Our Advocate has worked with us almost in the role of a brand consultant."

"You hear a lot (from vendors) on the things that you 'can't' do. Cobalt and our Advocate team have helped us figure out what 'can' we do that works for our different manufacturers."

Chris Hemmersmeier
Dealer Principal, Jerry Seiner Dealer Group
www.jerryseiner.com

"Cobalt really helps us navigate through the different rules and keep all the manufacturers happy."

Services include: Power Portal Website; Websites; PowerSite; ProCare; Search Essentials; ReMarketing and the Digital Advertising Package for Chevrolet, Cadillac, and Buick GMC

To learn more about the successes you can have with your dealership group, call us at **1-800-474-8936**.