



VW Pasadena

COBALT SUCCESS STORY

During two recent Volkswagen Digital Marketing Package campaigns, VW Pasadena highlights included:

- ✓ **Additional 70 cars sold** during campaign
- ✓ **Over 40% increase** in website traffic
- ✓ **97% increase** in phone leads



“We significantly decreased our ad spend with even better results.”

“The package was quick and easy... almost painless, and the results were significant.”

“We treat the digital leads like walk-in customers and our close rate is 20%.”

Steve Rodgers
General Manager, VW Pasadena
www.vwpasadena.com

“Even if we’d only sold 10-15 more cars, it still would’ve been worth it.”

To learn more about the successes you can have with the Volkswagen Digital Marketing Package, go to: www.vwdealersonline.com/advertising.

Have questions? Call us at 1-888-778-7048.