

CASE STUDY: **PARAMUS CHEVROLET**

USING DATA TO MAKE CONFIDENT DECISIONS



CLIENT:



SOLUTION:



"Clarivoy's data helped us make decisions about our vendors by showing us where we were getting the best value. We were able to trim our budget down with no impact to sales momentum. We had more confidence in our decisions, the data helped justify the change."

- BILL BRUNNER, GENERAL MANAGER

CHALLENGE

Bill Brunner, General Manager of Paramus Chevrolet, was spending approximately \$18,000 every month across six third-party auto listing sites and wanted to streamline his spend to be more efficient and increase profitability. Brunner knew he needed to cut his spend but didn't know which vendor contributed the most or the least to his sales. He came to Clarivoy to understand the true ROI and performance of each vendor, so that he could make decisions based on cost-effectiveness and not hurt his business.

SOLUTION

Paramus Chevrolet utilized Clarivoy's **Multi-Touch Sales Attribution** solution to get a more transparent view of what each auto listing vendor was bringing him. Rather than rely just on first-touch or last-touch attribution, or on vendor-based reporting, Paramus Chevy was able to get a comprehensive, unbiased view.



“ THE DATA HELPED JUSTIFY THE CHANGE. ”

RESULTS

By seeing which vendors were lagging in cost/benefit value, Brunner was able to make a data-based decision to cancel some and reduce his cost with others, bringing his total spend down by 33% to \$12,000. At the same time, his sales were steady, so this reduction in marketing spend (\$72K annualized) went right to his bottom line.

