

## Direct site traffic increases 10% year-over-year when Emich Volkswagen leverages Google Display Network



### About Emich Volkswagen

- More than 80 years of successful car dealerships in the Emich family
- [www.emichvw.com](http://www.emichvw.com)

### Goals

- Drive brand recognition and online exposure
- Take charge of targeting options to produce relevant impressions and increase clicks

### Approach

- Implement ad campaigns on targeted Google Display Network sites

### Results

- Increased direct website traffic by 10% year-over-year
- Boosted impressions by 1400% by serving ads on the Google Display Network
- Gained 3.5 million impressions over 6 months

The Emich family has been selling cars for more than 80 years. Today, Fred Emich carries on his family's car dealership legacy as general manager of Emich Volkswagen in Denver – it's in his blood, after all. "I was definitely exposed to this business at a young age," Fred says. After attending college on the East Coast, Fred returned to Denver to begin his career in the dealership industry. In 2006, he took over management of a local Chevrolet dealership and soon after purchased the Volkswagen dealership.

### Reving up brand visibility on the Google Display Network

"Around the same time that we bought the store, we started advertising with Google AdWords," Fred says, noting that he also began working with a Google AdWords Premier SMB Partner, to make the most of his AdWords investment. With their Premier SMB Partner's guidance, Emich Volkswagen started showing ads on the Google Display Network (GDN), which comprises more than 1 million websites globally and provides advertisers with the opportunity to accelerate brand recognition, often resulting in follow-up brand searches and offline purchases. "Display really is different from search advertising, but they complement each other," Fred says.

Pleased with the exceptional exposure they've received on GDN (3.5 million impressions over a six-month period), Fred notes, "The traffic we receive via Google AdWords is of a better quality than other traffic – we see higher time on-site and lower bounce rates." Additionally, control over bids, placements and geographic targeting, among other things, allows Emich Volkswagen to drive more conversions based on specific marketing goals. If the dealership has overstocked inventory, they are able to easily accelerate certain GDN campaigns to move inventory out of the lot.

### Impressions jump 1400% since beginning display campaigns

GDN has proven to be a powerful solution for Fred and his team. In fact, since beginning their display campaigns in late 2009, impressions have jumped a remarkable 1400%. "With display, we're getting our name and brand out there. When someone is ready for one of our products or services, we're top-of-mind. It puts us above the competition," Fred says. "Instead of a blind search for 'VW dealers in Denver,' people will Google our name, 'Emich.'"

Fred and his team use Google Analytics to track how visitors arrive at the Emich Volkswagen website, and more specifically, what portion of visitors arrive by typing in the site's URL. "Our direct traffic is up year-over-year by more than 10%," Fred says. "I think that's a pretty strong indication of our branding results."

