

# “Night and Day:” Joe Cooper Auto Group Thrilled with Upgrade to Paid Listings on CarGurus

## Joe Cooper Auto Group

Location: Oklahoma City, OK

Dealer Type: Franchise - Large

Number of Stores: 7

Customer Since: February, 2017



## The CarGurus Difference



Low-funnel buyers



Quality referral traffic



High engagement levels

When Joe Cooper Auto Group first started getting CarGurus leads through our basic product, they immediately noticed more serious shoppers than they saw with other lead sources. CarGurus leads were ready to buy – and the Cooper team was eager to start working those leads.

One problem: the free subscription provided only anonymous email addresses for buyers, and the sales team wanted more than that.

## Upgrading delivers high quality shoppers to dealer website and lot



*“When we flipped the switch and went to premium listings, we immediately had the contact information necessary to reach out to a customer: Phone numbers. Email addresses. We had the ability know exactly what car they were looking at, and really hone in on that lead.”*

– Steve Koch, Digital Marketing Manager, Joe Cooper Auto Group

It wasn't just the contact information that made the transition so dramatic. The Cooper team also saw an increase in walk-ins from CarGurus, and a surge in high-quality referral traffic to their website.

## An immediate, significant impact

What impact did the change have? Here's what the Cooper team had to say:

*"Since we've made the move to premium listings with CarGurus, we really feel that CarGurus is one of our best sources of leads and traffic."*

– Steve Koch

*"Engagement went up, close rates went up, and we started selling more vehicles."*

– Justin Bond, Corporate Internet Director, Joe Cooper Auto Group



## A partner for success

CarGurus is outperforming other lead sources at the Cooper Group, with better close rates and connection volume.

### One month of third-party lead performance at Joe Cooper Ford Lincoln

	Leads	Sales	Close rate
CarGurus	40	10	25.0%
Competitor 1	37	1	2.7%
Competitor 2	34	7	20.6%

Beyond the performance numbers, the Cooper team also puts a lot of value on the partnership they've been able to create with CarGurus.



*"CarGurus as a lead provider and a business partner is, without a doubt, one of the highest value relationships we have. The cost per lead, the results, and the relationship that we have through support are second to none."*

– Justin Bond