

Bosak Automotive Group

📍 **Location:** Northwest Indiana

🚗 **Dealer Type:** Franchise

📅 **Customer Since:** 2015



“RPM brings more qualified and ready-to-buy shoppers to our site, which drives results and ROI.”

*Scott Falduto, Digital Marketing Director,
Bosak Automotive Group*

The Challenge

Established in 1928 with one dealership, Bosak Automotive Group has grown to operate seven dealerships with 275 employees. They wanted to expand their digital audience and drive more engaged shoppers looking for their exact vehicles directly to their dealership website. Ultimately, Bosak was looking to increase leads and sell more cars.

The Approach

As a longtime CarGurus customer, Bosak Automotive Group built a trusted relationship with CarGurus, who provides the highest ROI of all their third-party listings providers. Bosak chose RPM Premier to reach a new audience of engaged CarGurus shoppers across a variety of channels, including Facebook. RPM allowed them to target shoppers based on behavior and advertise their unique inventory online through dynamic campaigns.

The Results

Using CarGurus RPM Premier, Bosak Automotive Group saw an increase in overall website traffic, and higher time-on-site and lower bounce rate compared to the next competitor. Of their website visitors that came from RPM campaigns, 97% had never visited their website before. These metrics showed that this new audience of shoppers are highly engaged, in-market, and more likely to submit a lead.

Key Metrics

- Higher time-on-site traffic and lower bounce rate than with competitors
- 97% of website visitors driven by RPM ads had never visited Bosak's site before

