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## How Carfeine helped Hyundai of Silsbee double sales

### Case Study



When Dale Early opened Hyundai of Silsbee in August 2015, he made a commitment to 'make it easy' for his customers to buy a new or pre-owned car, starting with the online customer journey.

After changing digital marketing providers several times before, Dale approached Carfeine in May 2018 to takeover SEM responsibilities with three key requirements - communication, transparency, and results.

From day 1, Carfeine worked closely with Dale to understand his business and how to connect digitally with the Silsbee community. This close collaboration has made responding to changes in the market easy; and even in a tough market, sales have more than doubled.

Carfeine has delivered a higher yield without increasing Hyundai of Silsbee's spend.

After seeing results early on and even now, more than a year later, Carfeine is an integral partner in Dale's business. He is a strong advocate for Carfeine even though he jokingly says that he doesn't want to tell anyone about Carfeine.

<b>2.6x</b> used car sales	<b>+99%</b> VDP views
<b>7x</b> conversions	<b>+24%</b> impressions

*"My team are trusted in the community because we communicate transparently and deliver for our customers. I want my business partners to do the same with me."*

- Dale Early



*"Carfeine was integral to my team's success. Their platform has driven higher activity into my store without increasing my spend."*

- Dale Early

