

PRIME360

A complete solution for Search, Social & VIN-Level Advertising.

Hand-crafted ad copy + hyper-targeting = **above average results.**

Dealers using Dominion's all-in-one digital advertising solution are spending less while generating more engagement -- giving them the edge over their competition.

Let's take a look at their success!

Social Ads:

INDUSTRY AVERAGE:

Click Through Rate (CTR): **0.8%**

Cost Per Click (CPC): **\$2.24**



DOMINION AVERAGE:

Click Through Rate (CTR): **2.7%**

Cost Per Click (CPC): **\$0.51**

237% INCREASE IN CTR
77% REDUCTION OF CPC

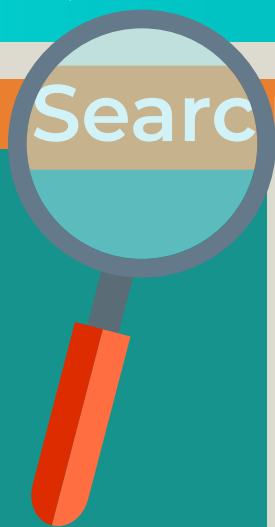
Search Ads:

Capitol City Honda

Monthly Ad Spend: **\$2,550**

Results:

- **18** Form Completions
- **370** Store Visits
- **1,594** VDP Views
- **104** Phone Calls



Chevrolet Dealer currently using Prime 360

CTR on Search Ads = **7.5%**

78% higher than the industry avg.

CTR on Display Ads = **1.26%**

125% higher than the industry avg.

Savings with Prime 360:



Capitol City Honda saved **\$1,250/month** in fees by switching to Prime 360.

They freed up **\$15,000/year** in their marketing budget so they can drive more success!

What Dealers are Saying:

"We've been working with Dominion for just over two months. We have **reduced our provider fees** while **increasing our digital presence**. The Dominion team works tirelessly to maximize our presence, relevance and sales."

- **Maria Dunning, Albany Market President, Albany Auto Group**



Dominion
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