

**Case Study**

Weseloh Chevrolet

**Problem**

Increase sales and meet growth objectives

Weseloh Chevrolet wanted to scale advertising efforts to meet aggressive growth goals in 2015. With many competing dealerships nearby, Weseloh’s marketing team knew they’d need to cut through the clutter.

**Solution**

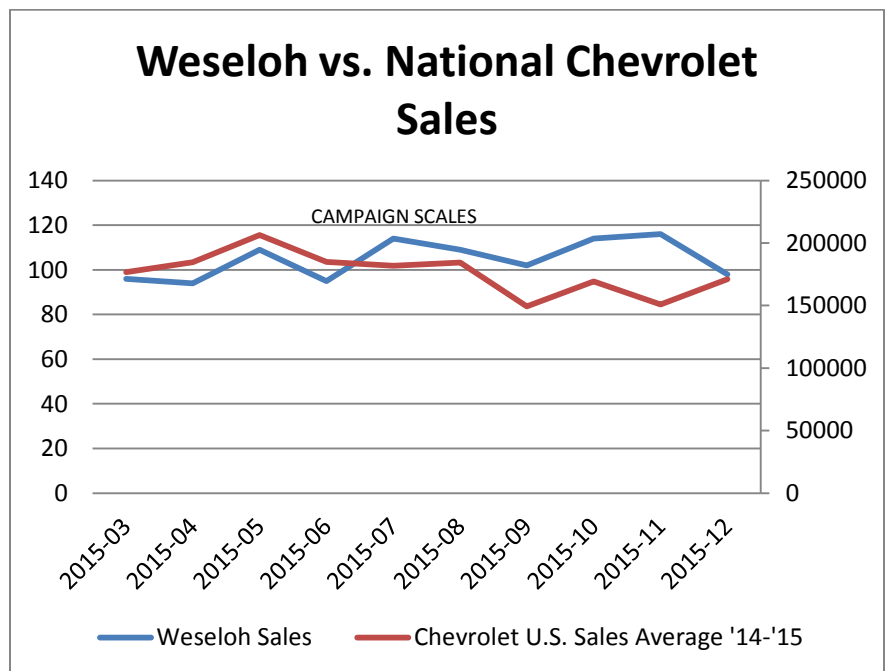
Multi-channel ad campaign with upper-funnel focus

10TH DEGREE used online video and internet radio to reach shoppers in key neighborhoods with “Why Buy” messaging to differentiate the dealership. This ran in complement with the existing multi-channel campaign.

**Results**

Significant lift in VDP, web leads, and car sales.

**41% lift in VDP traffic**  
**17% lift in time-on-VDP**  
**195% lift in web leads**  
**Weseloh sales increase while OEM sales slump**



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