



# CASE STUDIES

Magic URL is being used successfully by hundreds of dealers. Here are two recent examples.

## Nimnicht Chevrolet Jacksonville, FL

**292** Magic URL Leads  
over 2 months

Close Rate: **14.07%**  
Sold: **41** 28 new, 13 used  
Took in: **25 trades**

Total Gross: **\$222,252**  
Avg. Gross: **\$5,420**



Magic URL definitely takes trade-in tools to the next level. Most trade-in tools just go on your website, and really don't drive customers to your lot. With Magic URL, you can market trade-ins in all your advertising, from email blasts, direct mail, repair orders in your service departments, social ads, PPC – anything you do, you can tag it with Magic URL and it drives traffic to your CRM. Here at Nimnicht Chevrolet, we have been very happy with the results.



Scott Garman, General Sales Manager



## Family Nissan and Chevrolet, Laredo, TX

**433** Magic URL Leads

Close Rate: **9%**  
Sold: **18** Nissans  
**21** Chevrolets

Total Gross: **\$171,756**  
Avg. Gross: **\$4,404**



What we love the most about Magic URL is how it has helped our BDC Department stop chasing down bad leads and customer information. It has saved us so much time in that department, and my BDC staff loves the leads they are getting because each lead has the correct mobile number, name, and vehicle info. We are seeing great results with Facebook, Messenger, Service, Direct Mail, Email, Website, etc. It's incredible that we no longer have to rely on just our website to generate trade-in leads. We love it.



Trent Striker, Director of Results

Magic URL dealers that see the most success are those who use it across all marketing channels. The more leads they can generate, the more opportunities they have to acquire a retailable used vehicle for their inventory or connect their sales staff with an in-market shopper.

INTERESTED? TRY IT FREE FOR 30 DAYS.  
SUBSCRIBE NOW.

LET'S TALK ABOUT YOUR NEXT STEP



Call **1-833-839-8486**  
Email **sales@magicurl.com**