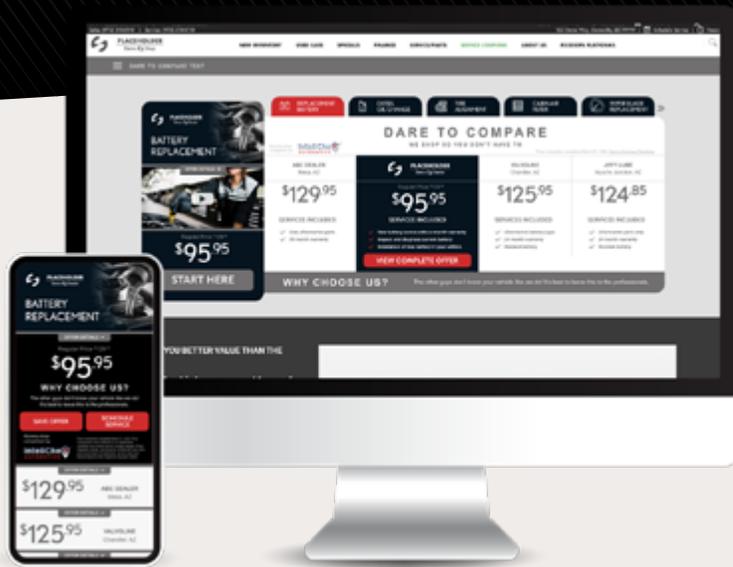


TRAFFIC & CONVERSION BUNDLE

• Drive traffic • Outshine competitors • Convert leads • Prove ROI • Purpose-built to drive fixed ops performance—from Google Search traffic to service lane revenue.



✓ DARE TO COMPARE

Showcase Intelichek-backed pricing to capture and compete with your local competitors. Includes quarterly mystery shops for up to 5 key service offers and 6 independents. Boost trust with “why service here” messaging, custom branded video, display banner ad, dealership hours of operation and Google Map integration.

✓ GOOGLE ADS

Capture high intent local search traffic with targeted campaigns to convert and retain customers.

Sponsored

 Demo Dealer
www.demodealer.com

Compare Local Prices - All Makes & Models Welcome

Compare and save on oil changes, brakes, and more. Same-day appointments available. Local service center with better care, faster service, and honest pricing.

[Competitor Pricing](#) - [Service Specials](#)



✓ CONVERSION PAGE

Display offers front and center with a clean, branded page featuring videos, clear CTAs, and SEO. Includes a monthly spotlight video and targeted keyword content to boost visibility. Let customers connect their way—via call, online scheduler, text, email, wallet, or print—while capturing leads in real time.

✓ DMS INTEGRATION

Track what really matters: customer-pay ROs. See exactly which campaigns and offers generate revenue—with real-time reporting tied to your DMS.



SCHEDULE A DEMO - CONTACT US!

sales@fixedopsmarketing.com (972) 510-5110 www.fixedopsmarketing.com

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WHY IT MATTERS

Customers start their service journey online and many choose independent shops due to stronger digital visibility and the illusion of lower pricing.

Independents are winning on perception, driven by polished digital tactics and the illusion of lower costs.

The Traffic & Conversion Bundle helps you compete and win:

- ✓ Capture more traffic with targeted search ads
- ✓ Build trust with transparent, verified pricing
- ✓ Convert more customers with optimized, branded content
- ✓ Track revenue, not just clicks—with real ROI

As marketing budgets face growing scrutiny, this bundle delivers what matters: real results and measurable return.

WHAT IT SOLVES

Most dealerships struggle to convert digital traffic into real service lane revenue. This bundle addresses key challenges:

- ✗ Fragmented or outdated campaigns
- ✗ Poor ROI visibility from advertising spend
- ✗ Lack of pricing transparency compared to independents
- ✗ Weak or underperforming service pages
- ✗ Lost conversions from high-intent search traffic
- ✗ No strategic use of competitor pricing
- ✗ Lost leads from customers who never finish scheduling

The Traffic & Conversion Bundle brings structure, strategy, and results to your fixed ops marketing efforts.

POST SOLUTION LAUNCH PERFORMANCE

METRIC	1 MONTH	% CHANGE
Offer Redemptions	981	+39.6%
Customer-Pay ROs (All)	203	+331.9%
RO Revenue (Net)	\$51,411	+310.5%
Cost per Conversion	\$3.25	-53.2%

RETURN ON INVESTMENT

Total Net Revenue: (All Channels)	\$51,411
Product:	\$1,095.82
Ad Spend:	\$2,094.39
Total Cost: (Product + Ad Spend)	\$3,190.21
Revenue:	\$51,411
Cost:	- \$3,190.21
Gain: (Revenue - Cost)	\$48,220.79
Gain:	\$48,220.79
Cost:	÷ \$3,190.21
ROI %: (Gain ÷ Cost) x 100	1,511.6%
Gain:	\$51,411
Cost:	÷ \$3,190.21
ROI Multiple: (Revenue ÷ Cost)	16x