

Turning Website Traffic into Service Opportunities

Discover how Audi Stuart increased customer engagement and achieved a 23% website conversion rate by transforming website traffic into measurable service opportunities with FixedOPS Marketing.



KEN DUNLAP

Service Director at Audi Stuart



✓ www.audistuart.com

✓ Located in Stuart, FL

BACKGROUND

When Ken Dunlap, Service Director at Audi Stuart, looked at his dealership's website performance earlier this year, the numbers revealed an opportunity. From January through May 2026, online traffic was modest and customer engagement remained relatively low. Like many dealerships, Audi Stuart knew there was room to generate more service opportunities from the visitors already finding their website.

THAT'S WHEN THE DEALERSHIP PARTNERED WITH FIXEDOPS MARKETING.

Working together, Audi Stuart launched a refreshed fixed ops digital strategy focused on attracting qualified service customers and converting more website visitors into scheduled appointments. The new approach included updated service content, compelling service offers, and conversion tools designed specifically for fixed operations.

THE IMPACT WAS IMMEDIATE.

CASE STUDY AUDI STUART

Beginning in June, website activity increased substantially, and customer engagement continued to climb throughout June & July. Instead of seeing occasional spikes in activity, Audi Stuart experienced consistent growth driven by a stronger digital presence and more effective customer engagement.

RESULTS

Data Collected: January - May, 2026

These results demonstrate more than increased website traffic - they show that more visitors were taking meaningful action. Whether submitting a lead, engaging with a service offer, or scheduling service, the dealership successfully converted a larger percentage of online visitors into potential service customers with FixedOPS Marketing.

For Ken and his team, the goal wasn't simply to increase website traffic. It was to create more opportunities for the service department by turning digital engagement into measurable business results.

As Audi Stuart continues refining its marketing strategy with FixedOPS Marketing, the dealership will monitor key performance indicators, optimize campaigns, and build on the momentum already achieved. The early results reinforce what many successful dealerships have discovered: when the right digital strategy is paired with the right tools, website traffic becomes more than a number - it becomes a steady source of service growth.

1,082

UNIQUE WEBSITE
VISITORS

253

CUSTOMER
CONVERSIONS

23%

CONVERSION
RATE

23

ACTIVE SERVICE
OFFERS

Beginning in June 2026, our analytics showed a noticeable increase in customer engagement, website activity, and conversions. Rather than isolated spikes, the data reflects sustained customer engagement generated by our new digital marketing initiatives.

Ken Dunlap

SERVICE DIRECTOR AT
AUDI STUART



 SCAN ME

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