



# AI Lead Optimizer

Get more quality leads  
from your VDP

# Car dealers rarely optimize websites for higher conversion rates

Most are locked in with a third-party vendor that manages their website. The smallest changes that should be applied become siloed in miscommunication.

Get a quote



Contact us

Critical buttons on the VDP (Vehicle Detail Page) like “Get a quote” or “Contact us” are placed and designed primarily for aesthetic purposes. They rarely get A/B tested to see which button drives more clicks.

Let's imagine a dealer decides to optimize, and gets hold of their vendor.

**Will a few variants of a button  
be appealing to a diverse traffic  
at any given time?**

While split A/B testing takes it one step further towards an optimized website, it isn't sufficient enough to appeal to all of your customers **on a personal level**.

## For Example

---

A 70-year old customer coming from a mobile device may prefer a bigger button of a neutral color with a concise call to action.



To grab attention of a millennial customer who's coming from a desktop, you may have to go for a smaller but brighter button.

# How could you **make the most out of your traffic** to double leads?

AI Lead Optimizer is here to help.

AI Lead Optimizer increases efficiency of your website, so it converts more leads which tend to close better. Our solution ensures your ad dollars are well spent.



# How it works

---

01

## Create button combinations.

AI Lead Optimizer creates different button combinations for a VDP that range in color, verbiage, placement, and size.



**GET ACTIVE MARKET PRICE**

Pricing information for 01/04/218

02

## Test, Learn, Gather.

Our machine learning technology replaces and tests every button combination we created on your VDPs to learn and gather your customer data. 720 trillion combinations of variables are taken into account to predict the most probable behavior for your customers.



**SPECIAL PRICING**

Pricing information for 01/04/218

03

## Deliver highest converting button combination.

Using this information, AI Lead Optimizer shows a button that is most likely to yield action for a particular customer.



**CONTACT US**

Pricing information for 01/04/218

## Current dealership results

---

We do the heavy lifting so you can focus on what you do best - turning leads into sales.

Since the launch of the AI Lead Optimizer, we have seen a consistent increase in dealership button conversion rates. We ran a test over the span of a month with 30 dealerships - here are our results.

**50%**

Lowest increase in conversion rate

**100%**

Average increase in conversion rate

**800%**

Highest increase in conversion rate

# What's the ROI of **AI Lead Optimizer**?

---

Imagine you're dealing with 20 website leads a month. At the industry conversion rate, you may convert 20% of these leads once they come through the door. With 4 sales and gross profit of 2000\$ each, you make 8000\$ a month.

Based on the average increase, **AI Lead Optimizer can double your website leads** from 20 to 40, which means you now make an extra 8000\$ a month from website leads alone.

If you spend 475\$ on website optimization it leaves you with **1584%** of return on investment.

Our data gathered from 30 dealerships has shown that ROI of AI Lead Optimizer increases with the dealership size.

# Who we are: sMedia recap

**sMedia** is North America's leading digital marketing agency for automotive dealerships.

As a Google SMB Premier Partner, we maximize ROI on online advertising strategy by driving engaged buyers to your VDPs and converting them into high-quality leads.

Over 240 dealerships across North America partner with **sMedia** to build traffic, maximize engagement, and drive leads and sales.

From a 3 person team at a single desk in 2011, to a leading digital marketing agency with over 60 team members across the world - **sMedia** is recognized by [www.canadianbusiness.com](http://www.canadianbusiness.com) as the 53rd Fastest Growing Company in Canada in 2018.

**sMedia** has been chosen as a top Google Certified Agency in North America in 2014 and 2015.



Some clients we've worked with:

