



## Rallye Motors Mercedes-Benz

One of the largest Mercedes-Benz dealerships in the New York Metro area.

### Challenge

- Rallye Motors Mercedes-Benz's main challenge was bringing in web leads. They had strong brand awareness in the region but weren't penetrating the market at the desired level. Further, they were not convinced that their customer outreach program was successful.
- Prior to Ai Media Group, they relied on soft metrics such as views and impressions which didn't deliver strong conversion metrics.
- Ai Media Group implemented a strategy to drive more traffic to their website, driving the right target audience (in market for a new car) with detailed reporting beyond just clicks.

### Results

Lead generation numbers skyrocketed

