



## Digital Drive: Atlantic Hyundai's Sales Surge

Atlantic Hyundai, a renowned family-run dealership in West Islip since the 1980s, underwent a significant digital transformation in response to the changing auto industry landscape. Recognizing the shift to online car research and purchases, they partnered with Dealer Alchemist, leveraging their CORE platform for improved digital advertising. Armed with real-time ad optimization and targeted advertising capabilities, the platform produced staggering results. Just months after implementation in February 2023, Atlantic Hyundai witnessed a 24.9% increase in new car sales by March and a further 18.5% rise by July. This success underscores the power of targeted, data-driven advertising and highlights the essential nature of digital transformation for modern dealerships. Atlantic Hyundai's experience is a testament to the significant impact of strategic digital partnerships in the automotive retail landscape.

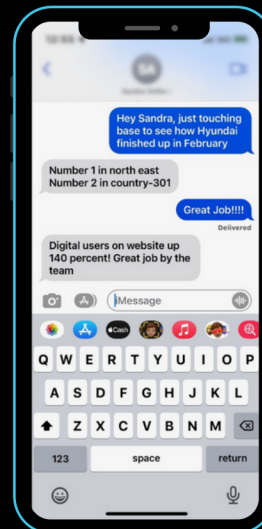
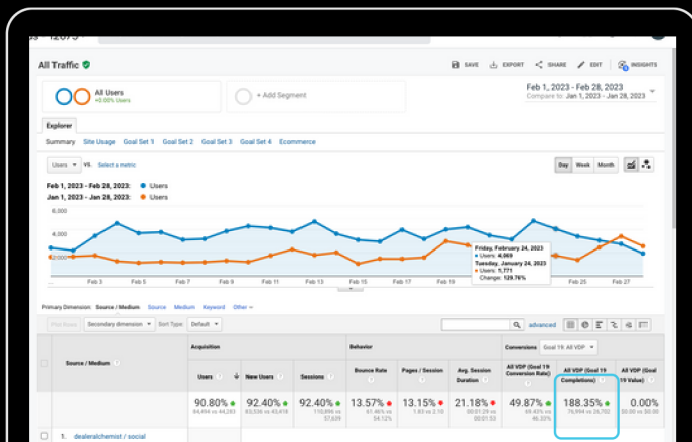
# ATLANTIC HYUNDAI CASE STUDY

# #1

#1 VOLUME HYUNDAI DEALER IN NEW YORK



VDP Views Up 188% (+50,292 VDP Views)



# #1

HYUNDAI DEALER IN THE NE REGION



# #2

HYUNDAI DEALER IN THE U.S.

Atlantic Hyundai recognized the importance of digital transformation and sought to partner with a company that could help them improve their online presence and sales. They chose Dealer Alchemist, a recognized digital advertising and response platform.

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