



A Digital Transformation Triumph

In November 2022, Dan Cummins Chevrolet Paris partnered with Dealer Alchemist to overhaul their digital presence. The immediate outcome? A whopping 314% surge in website traffic in the first month. But it didn't stop there. Their vehicle sales soared, too, with a 27% bump in just one month, from 192 to 244 units. By May 2023, sales escalated to a monumental 788 units, marking a 224% growth in six months. The trajectory suggests an astounding 1,800 vehicle sales this month alone. Tony Klarakis, the linchpin of their success, credits our groundbreaking marketing approaches for these record-breaking results. Dan Cummins Chevrolet now stands as a testament to the power of strategic digital transformation in the automotive world.

DAN CUMMINS CHEVROLET CASE STUDY

788

UNITS SOLD/MONTH MAY 2023
224% GROWTH IN JUST 6 MONTHS



Dominates 24% of Kentucky Chevrolet Market

244

UNITS SOLD/MONTH DEC 2022
27% Increase



192

UNITS SOLD/MONTH NOV 2022
Before Dealer Alchemist

Source / Medium	Acquisition		
	Users	New Users	Sessions
	298.19% ▲ 100,934 vs 25,348	323.63% ▲ 97,651 vs 23,051	311.89% ▲ 136,351 vs 33,104
1. (direct) / (none)			
Nov 1, 2022 - Nov 30, 2022	54,116 (51.44%)	53,427 (54.71%)	57,915 (42.47%)
Oct 1, 2022 - Oct 31, 2022	13,081 (50.44%)	12,911 (56.01%)	14,114 (42.64%)
% Change	313.70%	313.81%	310.34%
2. GMBListing / organic			
Nov 1, 2022 - Nov 30, 2022	15,321 (14.56%)	13,096 (13.41%)	26,430 (20.85%)
Oct 1, 2022 - Oct 31, 2022	4,851 (18.71%)	3,702 (16.06%)	8,283 (25.02%)

Dan Cummins Chevrolet's partnership with Dealer Alchemist has undeniably borne fruit, as evidenced by their staggering growth and record-breaking sales figures. Their dedication to excellence, coupled with our effective marketing strategies, has positioned them as an industry leader, and their impressive results continue to inspire the entire automotive community.

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