

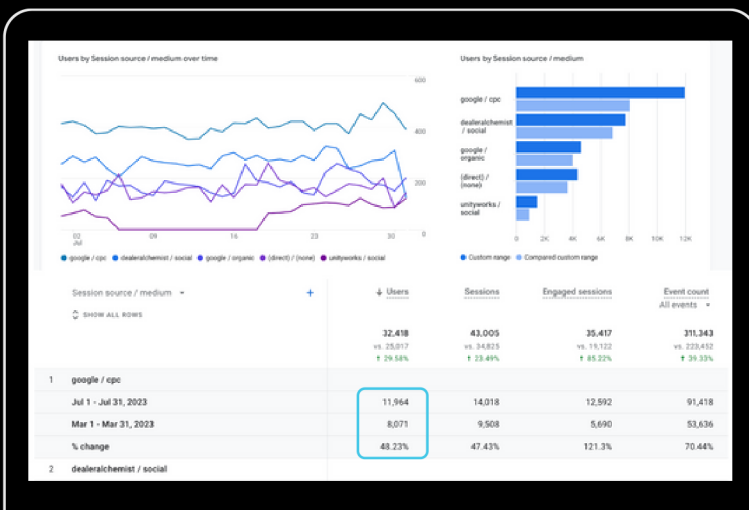


## Digital Drive: Yonkers Kia's Remarkable Revamp

In pursuit of dominating the digital arena, Yonkers Kia, NY's foremost Kia dealer, collaborated with Dealer Alchemist in March 2023. Harnessing Dealer Alchemist's CORE platform, they redefined their digital approach with a tech-centric strategy, which included dynamic inventory tech for efficient ad spend, meticulous technical SEO for heightened organic traffic, and a rejuvenated social media strategy through deep-level retargeting. The results were astonishing. By July 2023, there was a 48% surge in quality Google paid ad traffic, an overall 25% rise in site traffic, resulting in an average of 21 more new cars sold every month. This collaboration underscored the efficacy of a robust digital strategy, repositioning Yonkers Kia as the region's premier Kia dealer.

# YONKERS KIA CASE STUDY

Google paid ads surged by an impressive 48% resulting in an average of 21 more new cars sold per month.



# 174

**NEW VEHICLES SOLD**  
AND 68 USED SOLD IN JUNE 2023  
(MONTHLY AVERAGES STEADY W/ DEALER ALCHEMIST)



# 167

**NEW VEHICLES SOLD**  
AND 80 USED SOLD IN MARCH 2023  
(FIRST MONTH W/ DEALER ALCHEMIST)



# 153

**NEW VEHICLES SOLD**  
AND 51 USED SOLD IN  
FEBRUARY 2023

*This partnership led not only to increased traffic and enhanced online visibility but also reinforced Yonkers Kia's standing as the top Kia dealer in the region. Dealer Alchemist's CORE platform proved instrumental in driving this success, showcasing that even in the complex digital landscape, the right tools and team can lead to game-changing results.*

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