



CUSTOMER SUCCESS STORY

## DealerJazz levels the playing field with 30% lower CPC

### BACKGROUND

DealerJazz, an AI-powered advertising platform for vehicle dealerships, has been custom-tuned to work elegantly with Optmyzr for greater efficiency and performance of digital advertising campaigns.

DealerJazz has a passion for efficiency and clarity. Traditional Google Ads management tools are time consuming and clunky. This resulted in greater cost to customers and substantially lower performance.

Rigid campaign structures prohibit efficient automation, while standard inventory content is not compatible with optimal SEM requirements, leading to poor PPC deliverables.



### About DealerJazz

DealerJazz is a dealer advertising platform powered with AI to help drive more dealer traffic & conversions. It's built for Automotive, RV, Marine, and Powersport dealerships.

### Founded

2018

### Location

Allentown, PA

### Industry

Automotive Dealership Software

### Employees

1-10

*“When DealerJazz technology is paired with Optmyzr templates, the results have proven to lower CPC and increase CTR since launching ACE for eight dealers in January 2020.”*

– Paul G, Co-Founder

## SOLUTION



DealerJazz's Automated Content Engine supplements and optimizes dealer inventory data into more intelligent and usable content. Optmyzr delivers ACE campaigns efficiently.



Variable content structure passes 99% of all content through Optmyzr, allowing DealerJazz to be more selective as they build and refine Campaign Automator templates.

## RESULTS

When DealerJazz ACE technology is paired with Optmyzr templates, the results have proven to lower CPC and increase CTR since launching ACE for eight dealers in January 2020:

**30%**

Lower Cost Per Click

**35%**

Lower Click-Through Rate

**20%**

Faster Metric Analysis

As a result, Optmyzr has helped DealerJazz level the playing field for smaller dealerships with limited budgets to contend with larger competitors.

## ABOUT OPTMYZR

Optmyzr is a PPC optimization platform for search marketing consultants, agencies, and in-house teams. Founded in 2013 by a team of former Google executives, Optmyzr gives search marketers the tools and insights to quickly execute strategies for accounts of any size, diversity, or complexity.



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