



# Meet Pat Thomas

## Head of Marketing for Jones Junction Auto Group

With six websites and four locations for selling new and used vehicles, the Pat and the Jones Junction Auto Group team knew they needed a strong, locally-focused PPC strategy. Unfortunately, while they saw some return on their initial investment with PPC, they weren't seeing the results they should be. They knew they could be doing better.

**IMPACT took over PPC management in the first quarter of 2017, with a clear directive from Jones Auto Group -- to increase conversions through better positioning, while lowering their overall cost-per-conversion with better quality click-through rates.**

**Following a comprehensive analysis, we created several from-scratch campaigns, which involved constant testing, bid optimization, and budget optimization through Google Adwords.**

## In six months, they saw:

**+ 82%**

increase in their conversion rate

**44%**

decrease in cost-per-conversions

**+ 37%**

increase in positioning

**“Before IMPACT, our PPC efforts were scattered and unfocused. Now, thanks to IMPACT, PPC is a real source of qualified leads and revenue for our business.”**

And we love working with you, Pat!