

# CASE STUDY

DCH Toyota of Milford Generates 268 Reviews in First 161 Days Using Dominion's Prime Response®



## The Challenge

Greg Holway, General Manager of DCH Toyota of Milford, was assigned to the store shortly after it was acquired by the Lithia Automotive Group. According to Holway, many aspects of the store were in need of improvement, including its online reputation. "The ratings were as poor in Service as they were in Sales," stated Holway. "The store had every opportunity to improve." In the 365 days prior, the store added a mere 6.8 reviews per month at a 3.1 average star rating with little to no presence on third party sites. Based on satisfaction Holway had enjoyed with Dominion's solution for fixed operations marketing, he turned to Dominion's award-winning reputation and social media platform, Prime Response.

## The Solution

Prime Response enables dealers to track, manage, and engage with online car shoppers. After bringing in Prime Response, not only did the store master monitoring online conversation, responding to negative reviews, and winning with social media campaigns, but it has set records in third party site review generation.

## The Results

In the first 161 days of using Prime Response, DCH Toyota of Milford skyrocketed to an impressive **51 reviews per month at an average 4.6 star rating**. "I would have had a tough time believing that it could happen that quickly and with that much improvement," commented Holway, "but if you listen to the experts, it makes life a lot easier" – referring to the partnership Holway now enjoys with his dedicated specialist at Dominion.

Both review quality and quantity have improved dramatically. What used to be 3.2 and 3.0 star ratings on Google+ and Facebook, now stand at 3.9 and 3.5, respectively. Likewise, with seven DealerRater reviews posted in the year prior to partnering with Dominion and zero presence on Cars.com, 80 reviews hit DealerRater and **100 reviews posted to Cars.com, all of this within the first five months on the solution**.

Results were so strong that Holway asked for everything Prime Response had to offer, including using the platform to drive social advertising on Facebook. "This month, I could see **6,000 clicks to my VDPs because of what Dominion is doing for us on Facebook**," shared Holway. "And it costs virtually nothing." In fact, social shopper traffic is the store's second highest referral source, beating out their own organic traffic and VDP views from vendors using other deep linking tactics. "Beyond driving traffic, we're driving sales," noted Holway. In a single month, 8 of 15 cars advertised on Facebook were sold.

"Partnerships matter," stated Holway. "And unless you have a serious amount of time and the resources to do this perfectly, you cannot afford to let this kind of business go unattended. Dominion makes it easy and Prime has been a wonderful addition," concluded Holway. "It's simply having someone out there doing a thorough and timely job, making sure my business is represented in that space. It's invaluable."

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Greg Holway  
General Manager

DCH Toyota of Milford



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