



# Success Story: Deery Brothers

**Products:** Search Engine Marketing (SEM) | Direct Email | OnTarget - Targeted Display | Local Listings Builder  
Search Engine Optimization (SEO) | Intelligent Facebook\* | Vehicle Video Marketing\*

## The Challenge

Deery Brothers is a premier car dealership located in West Burlington, Iowa, that specializes in selling new and used cars, trucks, and SUVs. They had experimented with some digital marketing in the past but knew they needed to find a company they could trust to help ramp up their efforts online. "We sell cars, so we aren't marketing geniuses by any stretch of the imagination," says Tim Heiniger, longtime manager of Deery Brothers. "So we knew we had to find a company we could trust to help us increase traffic and grow our digital presence."

## The Solution

Tim had been running print ads with his local GateHouse newspaper for over 25 years and knew he could trust ThriveHive, the digital arm of the newspaper, and GateHouse Auto, the automotive advertising extension, when they proposed a digital marketing plan. "We actually vetted multiple digital marketing companies, but we knew ThriveHive and GateHouse Auto were the right fit to help us move the needle and get the results we wanted." Tim and his representative talked through his goals, and decided that a custom combination of services would help his business grow.

## The Results

With the proper marketing team and tactics in place to help Tim get found by people looking for his services, he began to immediately see results. Overall, Deery Brothers website traffic and length of time people spend on the site is up, while the bounce rate is down.

## The ThriveHive Experience

Tim is thrilled with his ThriveHive campaigns, not only from the above average results but also the proactive approach from his ThriveHive team. "If I need something done, it's going to be done fast. I really appreciate the quick response from my representatives, no matter what kind of question I have for them."

*"They have truly been incredibly good to me and incredible to work with. They are responsive and really know how to get the job done."*

- Tim Heiniger, Manager



### OnTarget - Targeted Display

**137,499** impressions

**145** clicks

**.10%** CTR

(.08% CTR is the industry standard making this campaign well above average)



### Direct Email campaigns

**36,447** opens

**5,163** clicks

**1.99%** CTR



### SEM campaigns

**2.41** top ad position

**5.48%** CTR

**52.02%** search impression shares

*Additional campaign information:  
Tim also used Social Media Advertising for an extra push around the holidays, reaching about 23,000 additional potential buyers in about one month. OnTarget - Targeted Display results highlight a three-month campaign where ThriveHive displayed ads to individuals who were actively searching for new and used cars across the web. Direct Email results are from five email campaigns. SEM results highlight one month.*

\*Solution provided by GateHouse Auto