

Tom Gill Auto Group

Chevrolet & Buick/GMC

Turning Media Spend into Measurable Market Share

DMA: Cincinnati

THE ISSUE

A high-volume regional automotive dealer was investing significantly in broadcast, cable, and OTT but lacked performance transparency across digital channels. Paid search was bloated with thousands of keywords. Conversion tracking was misaligned. Budget allocation favored visibility over measurable intent. Despite strong brand equity, acquisition costs were rising, and leadership could not clearly answer a simple question:

What is actually driving showroom traffic and sales?

Inventory levels had increased substantially, but marketing strategy had not adapted to real-time vehicle availability or regional expansion opportunities. Media was being deployed — but not optimized against demand signals.

THE STRATEGY

I rebuilt the digital ecosystem around precision, accountability, and inventory alignment. After a full-funnel audit across search, OTT, display, social, and analytics, we eliminated waste, tightened bidding, and restructured campaigns around high-intent buyers.

Marketing was then aligned to live inventory feeds using dynamic creative by vehicle type and market radius, expanding reach into adjacent DMAs. Finally, we overhauled conversion tracking to prioritize high-value actions — calls, form submissions, showroom intent — and implemented closed-loop reporting tied directly to sales.

This wasn't a media tweak.
It was an operational reset.

THE OUTCOME

- 37% aggregate increase in key performance metrics
- 21% increase in qualified leads
- 17% stronger conversion rate
- Expanded geographic draw beyond core DMA
- Improved acquisition efficiency without proportional budget growth

Most importantly, leadership gained clarity. Marketing shifted from “activity” to measurable contribution to revenue.

TESTIMONIAL

“John and the BranBright didn't just optimize our campaigns — they rebuilt our entire digital ecosystem. He eliminated wasted spend, aligned marketing to live inventory, and tied performance directly to sales. What used to feel like media activity became measurable growth. This wasn't a campaign adjustment. It was an operational reset.”