

# Big Bucks Auto – Car Buying Service

Category – Retail



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"Path Interactive has really helped grow our online presence and has opened up new doors to customer acquisition through SEO and Email Marketing. I highly recommend our friends at Path..."

Buddy Evens  
Vice President  
Big Bucks Auto, Inc

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## ABOUT PATH INTERACTIVE

Path Interactive is a leading Search Engine Marketing company that delivers its clients the highest ROI. Path provides comprehensive Pay-per-Click Management, Organic Optimization & Web Consulting Services for both local and nationally targeted clients.

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For more information, visit [www.pathinteractive.com](http://www.pathinteractive.com)

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## Business

Big Bucks Auto is the largest car buying service in the New York Metro area. They offer consumers an easy, fast & reliable way to sell a used car for immediate cash. Each year, Big Bucks Auto buys tens of thousands of used cars with their hassle-free solution to used car sales.

Big Bucks Auto is a marketing driven business and has high brand awareness in the tri-state area as a result of a heavy traditional direct response broadcast schedule. They buy spot TV and Radio in the New York DMA and support it with an aggressive online search marketing program.

## Approach

Big Bucks Auto was an early adopter of sponsored search and has been doing their own in-house Ad Words & Yahoo! Search marketing programs for several years at an aggressive spending level. They are in a highly competitive market, with many competitors capitalizing on the niche they established for themselves over time. Big Bucks Auto was looking to move their online marketing efforts to the next level, even though they were already happy with their results.

Path Interactive provided the marketing know-how to expand their online marketing presence in the right direction. Path's solution included local sponsored search management, search optimization, content development & Email marketing. This suite of services allowed Big Bucks Auto to focus on their core business, while outsourcing all aspects of online marketing.

## Results

Results have been exceptional on all fronts. The total program has resulted in over a 100% increase in total website traffic without increasing online spending. For Sponsored Search, Path was able to create efficiencies and reduce the cost per inquiry by over 40% within 6 months. In addition, the SEO efforts have pushed their visibility index up over 300%, with 65% of their targeted phrases on page 1 within 6 months.

Big Bucks Auto is reaching all-time highs for website visitors, and they feel confident that they are moving in the right direction. Path also customized & implemented an internal Email program to support customer service and sales which has led to increased lead retention.