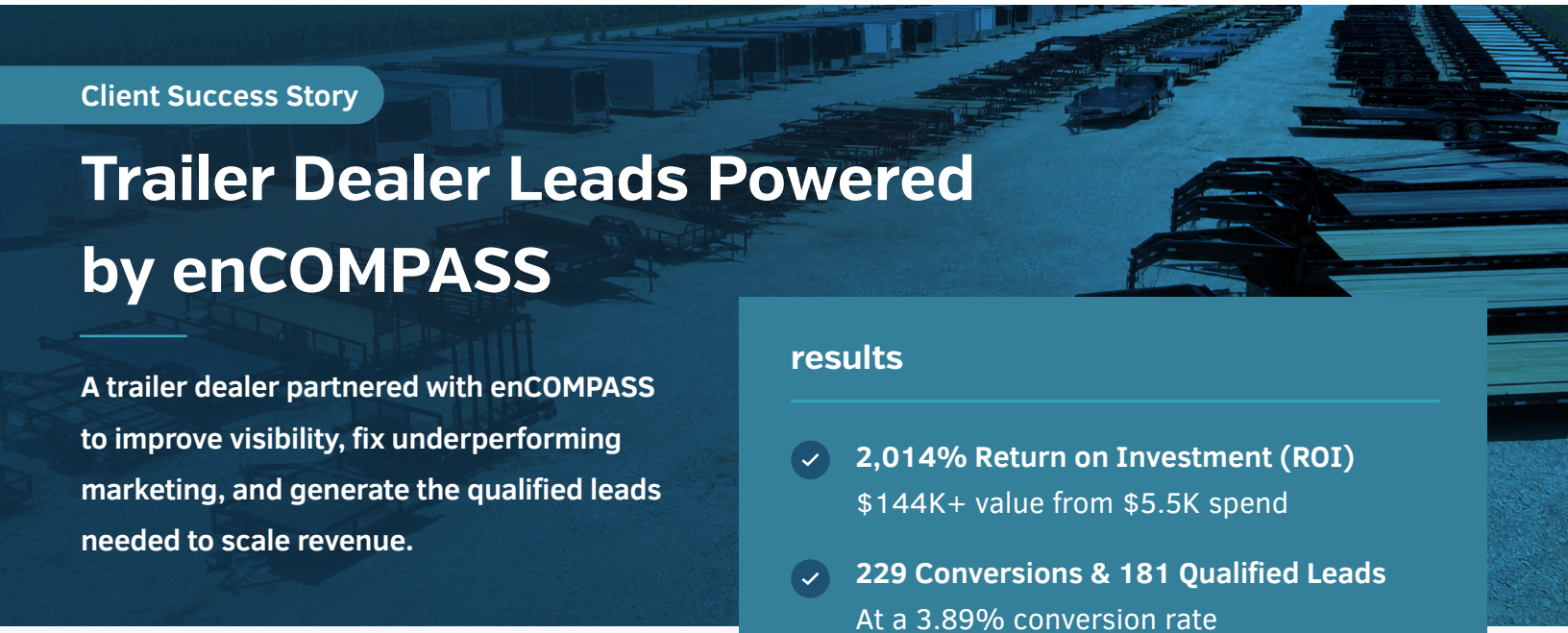
enCOMPASS advertising agency

NATDA #1 RESOURCE FOR TRAILER DEALERS™

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Client Success Story

# Trailer Dealer Leads Powered by enCOMPASS

**A trailer dealer partnered with enCOMPASS to improve visibility, fix underperforming marketing, and generate the qualified leads needed to scale revenue.**

## results

- **2,014% Return on Investment (ROI)**
  $144K+ value from $5.5K spend
- **229 Conversions & 181 Qualified Leads**
  At a 3.89% conversion rate
- **<$33 Cost Per Lead (CPL)**
  From SEM, beating the $70 CPL target
- **337 Conversions from Inventory Ads**
  With a $16 CPL in just 6 weeks
- **2x Increase AI Mentions**
  Across AI-driven search platforms
- **5,800+ Website Visits**
  Driven by high-intent SEM in 3 months

## our approach

### AI SEO Implementation

Improved visibility in AI-driven search results to position the dealership as a primary answer for trailer-related queries.

### Local Inventory Ads

Showcased real-time inventory through Google to reach local, high-intent shoppers.

### Search Engine Marketing (SEM)

Targeted high-intent keywords to capture active buyers and drive consistent lead generation.

### Analytics & Tracking Optimization

Set up key GA4 events to ensure accurate tracking and clearer performance insights.

## testimonial

> **enCOMPASS is a fantastic company with a refreshing approach to real data that matters in the digital marketing era. The service is top notch, attentive, responsive and delivered as promised. In 5 months, business has grown over 50%.**
>
> — Tyson Trevethick, Trailer Dealer