



Phase 1: Commercial Website Study



#1 Commercial Fleet Ford Dealer In Nevada



Autofusion's willingness to listen to my ideas and work together to develop a site that is easy for guests to use, provides good information, and still works within their framework has been great.

We asked for custom pages that Autofusion was able to accommodate where most developers either can't do it or won't. Zack, Richard and their team have been great to work with and their communication is key. I look forward to our continued work together for the future of Gaudin Ford Pro Elite.



Justin Priddy
Ford Pro Sales Director
#1 Gaudin Ford Pro Elite



 **288%**
LEADS W/ NEW SITE

PHASE 1

Gaudin Ford Pro Elite switched to the Autofusion Commercial Website platform, focused on an engaging CX, & increased leads by 288% over the previous provider.



CHALLENGE: Gaudin Ford Pro Elite was not satisfied with the results they were getting from their certified commercial website and advertising partner. Autofusion was tasked with developing a 2 phase plan to remake their website and marketing strategy from the ground up.

This began with an all-new CX focused website, an optimized SRP/VDP, and engaging technologies like **Work Truck Builder™** and **TalkExpress™** video chat.



Their Previous Provider
Website, SEO, 3rd Party Listings, and w/ PPC Ad Spends.



Autofusion's Commercial Platform
Standalone website, Local SEO, no paid listings or ad spends.

8.6

Leads Generated Per Month

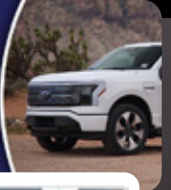
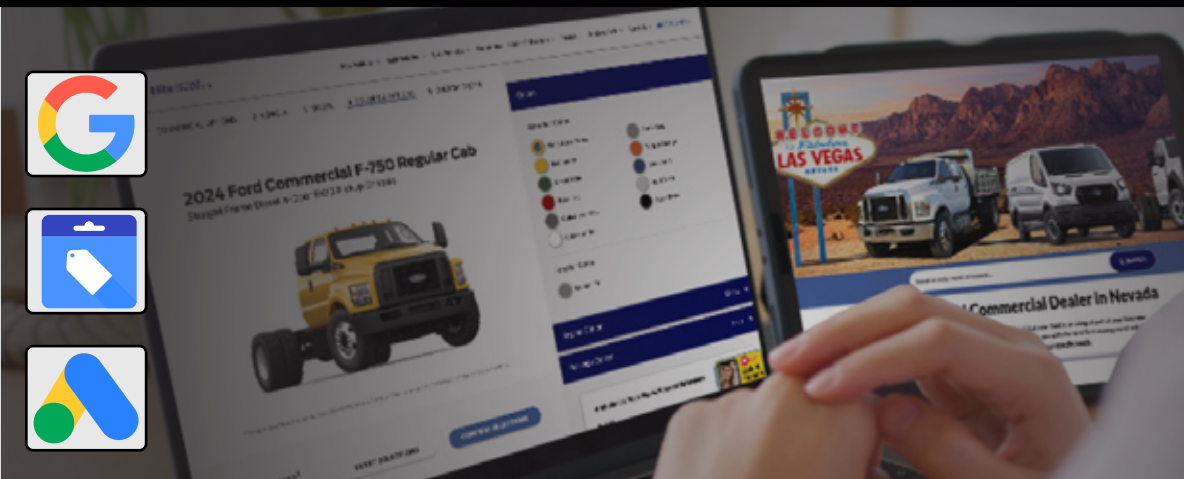


24.7

Leads Generated Per Month

Study Controls: All duplicates removed, Calls < 30 seconds removed.

Hostname	+ New users	Average session duration	Engagement rate	Events per session
Totals	5,318	4m 12s	61.8%	13.7
1 www.fordproelitev.com	5,318	4m 12s	61.8%	13.7



2025 Ford Super Duty...
\$75,515
MSRP \$75,515
New
Gaudin Ford ...
9 Las Vegas



2025 Ford Super Duty F-350 Chassis
\$84,066
MSRP \$84,066
New
Gaudin Ford Pro
9 Las Vegas

PHASE 2

Q1 2024 vs. Q1 2025

Gaudin Ford Pro Adds PPC Advertising



↑ **8%**
**NEW VEHICLE
SALES LIFT**

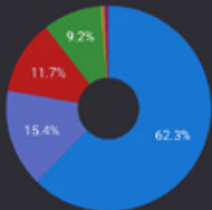


↑ **76%**
**MORE SERVICE
REPAIR ORDERS**



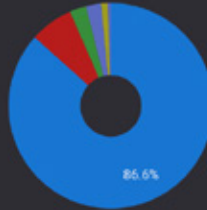
↑ **248%**
**ADDITIONAL BUMP
IN QUALIFIED LEADS**

Traffic Came From



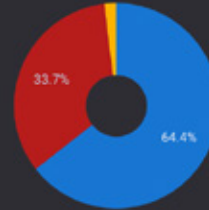
- google / cpc
- retailsite / referral
- (direct) / (none)
- google / organic
- (data not available)
- (not set)
- trac.autofusion.co...
- gaudinford.com / r...
- autofusion.com / r...
- Others

Leads Came From



- google / cpc
- (direct) / (none)
- google / organic
- retailsite / referral
- (data not available)
- trac.autofusion.com / referral

Users By Device



- mobile
- desktop
- tablet

Service Center



After adding PPC to the mix, Gaudin Ford Pro Elite saw an additional **248% surge in qualified leads**—driving massive growth in sales and service revenue and transforming their business.

10.9%
LEAD CONVERSIONS

64%
ENGAGEMENT