

Case Study: C&C Premium Cars

Find out how we've helped
C&C Premium Cars attract
more customers online.

C&C PremiumCars

The status quo

C&C Premium Cars is a luxury car dealership that carries brands like Ferrari, Lamborghini, Porsche, Bugatti, Bentley etc. Thus C&C addresses wealthy customers with its range of services.

The Goal

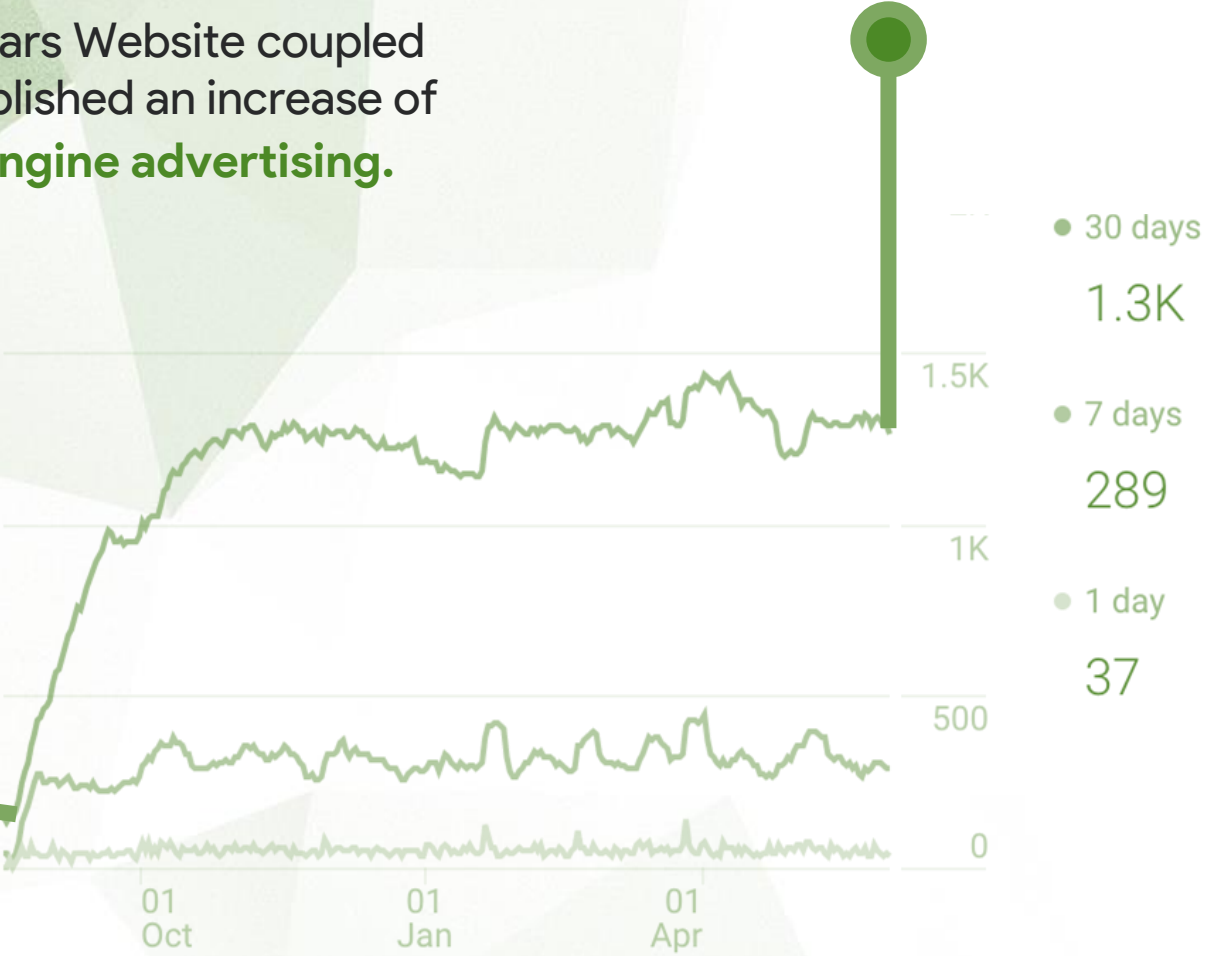
The goal was to re-launch the website to acquire more leads, improve customer interaction and increase website traffic.

The Results

Through the re-launch of the C&C Premium Cars Website coupled with an organic Marketing Strategy, we accomplished an increase of **41 x** in website visitors **without any Search engine advertising.**

128 Website visitors

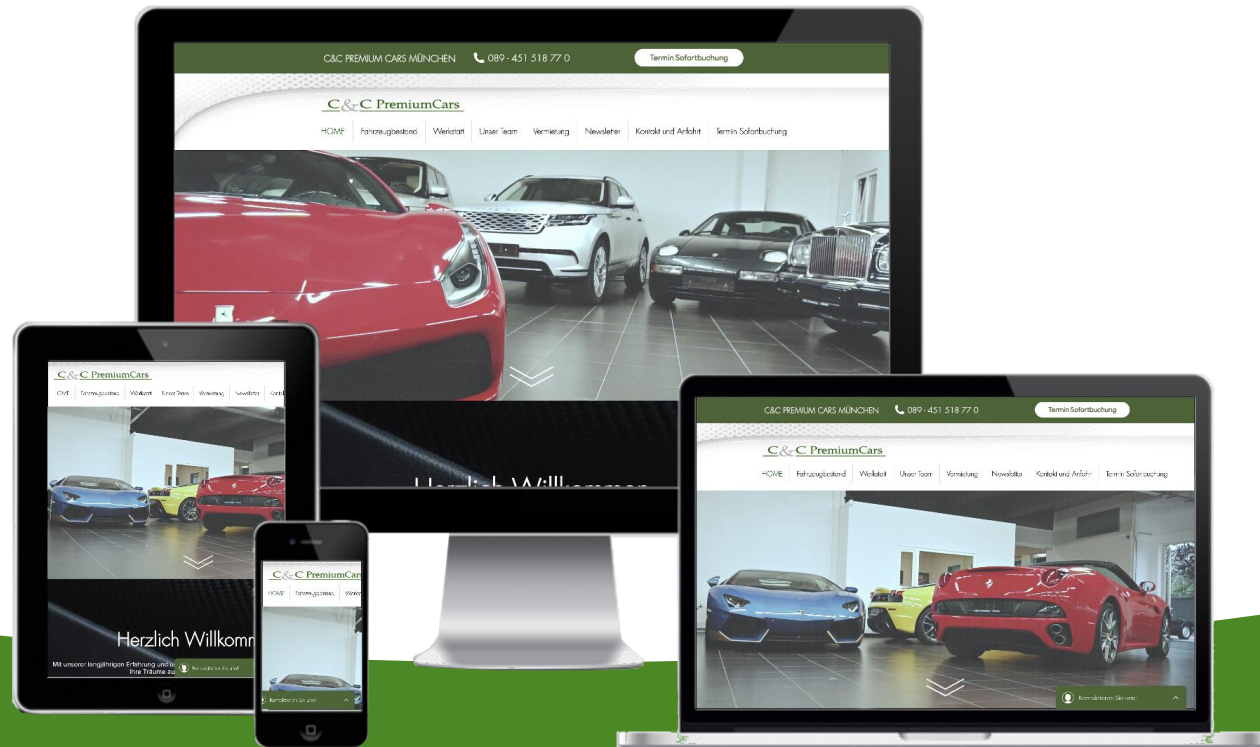
1.282 Website visitors



We increased the average time spent on the website (session duration) **from 1.28 min to 4.25 min.**

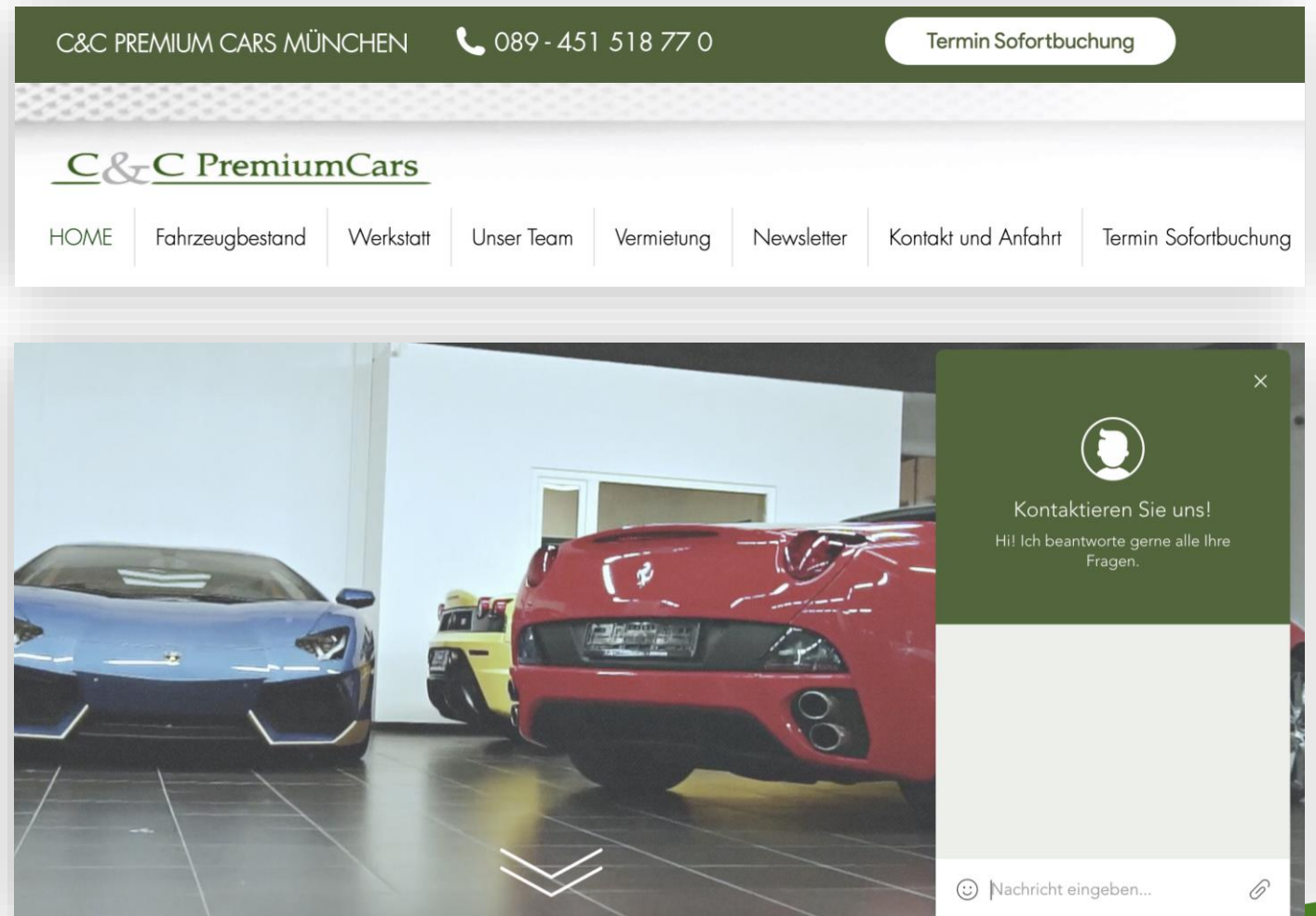
232%

Increase in session duration



Call to action & Customer chat

Through a customer chat, the C&C customer service team can now easily interact with website visitors in real time. Surprisingly, many high-ticket leads were generated through the chat. Also, the clear C2A button increases the conversion rate.



Overview

Goal:

Re-launch the website to increase traffic and generate leads

Process:

The time-frame for this project was 2-3 months.

Result:

We increased website traffic by 41x and drove up session duration by 232%.

