

CASE STUDY

Bob Stall Chevrolet Improves Marketing Attribution

Using Marchex Engage for Marketers with Dynamic Number Insertion.



50%

Lower paid search spend while sales increased



Improved
marketing attribution



Connected Online Campaigns
to offline conversations



AUTOMOTIVE

MARCHEX ENGAGE FOR
MARKETERS

GA4 + DYNAMIC NUMBER
INSERTION

HEADQUARTERS

La Mesa, CA

FOUNDED

1959

WEBSITE

www.bobstall.com

Bob Stall Chevrolet, a leading Southern California dealership, implemented Marchex Engage for Marketers with Dynamic Number Insertion (DNI) to solve one of automotive retail's biggest marketing challenges: connecting online advertising to real vehicle sales.

Challenge: Measuring Marketing Performance Without a True Conversion Signal

Unlike ecommerce businesses, dealerships don't have an online "purchase" event that clearly identifies marketing success. Instead, marketers rely on proxy metrics such as clicks or store visits, which often fail to reflect actual purchase intent.

Store visits frequently overrepresent service customers rather than new vehicle buyers, making it difficult to understand which campaigns are generating real sales opportunities.

"Automotive has always lacked a true conversion signal. We're not selling shoes online..."

Rebecca Coates

OPERATIONS MANAGER

Bob Stall Chevrolet

Solution: Connecting Marketing to Buyer Intent

Marchex Engage for Marketers uses Dynamic Number Insertion to connect inbound phone calls to their originating marketing campaigns. Conversation intelligence then analyzes each call for buyer-intent signals and sends those insights directly into Google Analytics 4, allowing dealerships to optimize media spend based on meaningful customer interactions instead of proxy metrics.

Engage for Marketers

- ✓ Links calls to originating campaigns
- ✓ Passes conversation data into GA4
- ✓ Identifies buyer intent
- ✓ Detects financing inquiries
- ✓ Detects test drive requests
- ✓ Measures high-value conversations instead of clicks

“We were consistently overspending in paid search until we implemented Marchex voice signals...”

Rebecca Coates
OPERATIONS MANAGER
Bob Stall Chevrolet

Results: Nearly 50% Reduction in Paid Search Spend

Marchex enabled Bob Stall Chevrolet to connect digital advertising with real customer buying conversations, giving marketers better visibility into which campaigns generated genuine sales opportunities.



Reduced paid search spend
Eliminated waste and improved marketing efficiency.



Improved campaign attribution
Accurate visibility into which campaigns drive real buyer engagement.



Identified high-intent buyers
Focused on shoppers showing genuine purchase intent.



Optimized media investment
Made smarter budget decisions based on meaningful insights.

“Not all calls have equal value...”

Troy Hartless
PRESIDENT AND CRO
Marchex

“Marchex helps us cut through that complexity and focus on what really matters: who is actually in the market to buy a car.”

Rebecca Coates
OPERATIONS MANAGER
Bob Stall Chevrolet

