

# Case Study: 10x Monthly Sales Growth



## Overview

In 2019, Ohio Truck Sales partnered with Truckmore and launched a branded dealership mobile app that would help them to sell more inventory. With no other marketing programs initiated, the mobile app helped the truck dealership to achieve the following results:

1. Doubled monthly sales in 12 months
2. Tripled monthly sales in 18 months
3. 6x monthly sales in 24 months
4. 10x monthly sales in Q1'21

The digital strategy was designed to help Ohio Truck Sales to acquire more new customers, improve retention, and to increase market share.

## 2019 Results

In twelve months, the mobile app helped Ohio Trucks to exceed their monthly sales targets.

- ✓ **Grew 10 units/mth to 25 units/mth**
- ✓ **5047 app user downloads**
- ✓ **189,031 inventory views**

## 2020 Results

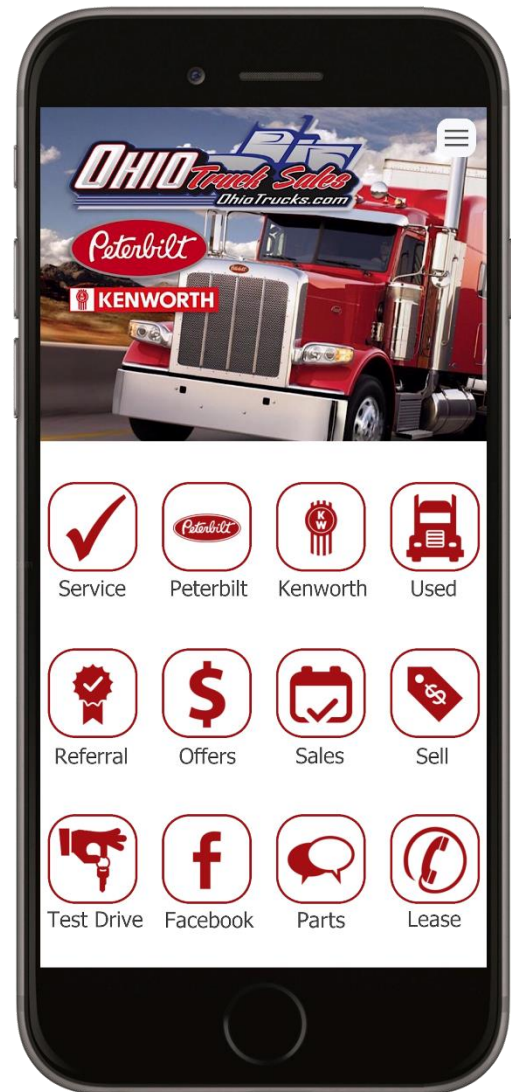
Ohio Truck Sales app has become an integral part of their sales and marketing strategy.

- ✓ **60+ units sold per month**
- ✓ **13,068 app user downloads**
- ✓ **298,998 inventory views**

## 2021 Results to Date

Ohio Truck Sales expanded to larger facilities to keep up with the growing demand.

- ✓ **Exceeded 100+ units per month**
- ✓ **31,200 app user downloads**
- ✓ **136,786 inventory views in Q1'21; on track for 600,000 inventory views for the 2021**



***"This is a MUST-HAVE for any dealership. Our branded dealer app & geofencing solution has helped us to 10x our monthly sales by generating more leads and converting more buyers to customers. Prior to the app, we were selling 10 trucks per month. After two years, we're now consistently selling 60-100+ trucks per month. This is a GAME-CHANGER!"***

**Tyler Marett**  
Sales and Marketing Manager  
Ohio Truck Centers