



# GUBAGOO INTEGRATION

## HELPS MORGAN DEALERSHIPS

**CAPTURE & CONVERT MORE PHONE LEADS**

*Car Wars' integration with Gubagoo, an omni-channel messaging platform, resulted in a boost of inbound and outbound texts into the Gubagoo platform and, ultimately, more logged leads and booked appointments each month for Morgan Automotive Group stores, Sun Toyota and Brandon Honda.*



Car Wars' integration with Brandon Honda and Sun Toyota's existing texting platform, Gubagoo, allows for texts on Car Wars tracking lines to automatically populate into the stores' existing texting platform. This allowed Brandon Honda and Sun Toyota to capture potential revenue from text messages received from their outbound caller ID lines tracked through Car Wars and easily handle 100% of their chats in Gubagoo's conversational platform.

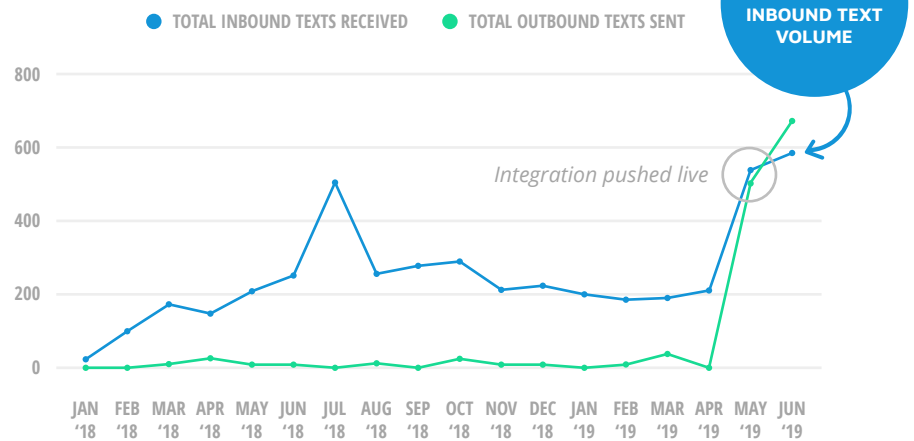
Both dealerships saw an immediate boost in inbound text volume into Gubagoo. As a result, the dealerships pursued inbound leads more quickly – producing an increase in outbound texts – and converted more internet and phone leads.

# THE RESULTS

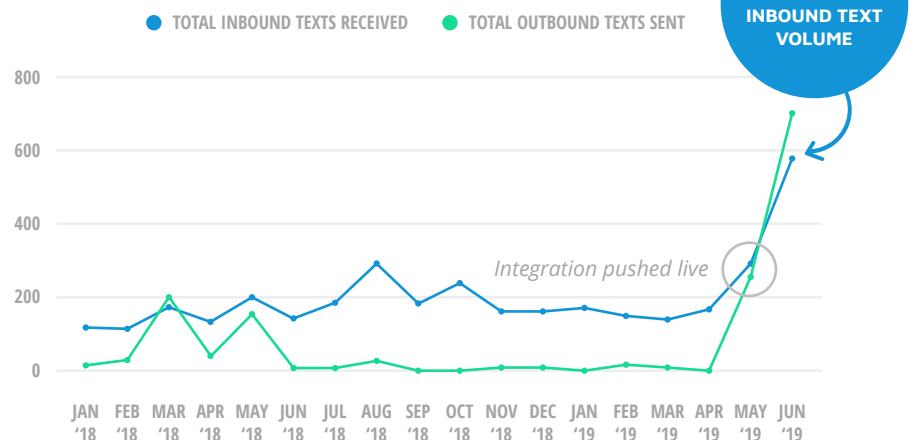
BRANDON HONDA + SUN TOYOTA  
APR – JUL 2019



## BRANDON HONDA



## SUN TOYOTA



Not only were the stores seeing more inbound texts, but many of those texts were also Sales opportunities the stores were able to quickly pursue and convert, resulting in a direct increase in outbound texts. Each dealership logged more leads and has sold more units each month. Due to Car Wars' integration capabilities, Brandon Honda and Sun Toyota booked more appointments and successfully converted more phone and internet leads, resulting in a positive ROI for both stores.

\*Integration pushed live May 9, 2019

GUBAGOO INTEGRATION AVAILABLE TODAY

833-959-0526