



Casey Sheen
Naked Lime Marketing
405 County Line Rd.
Kettering, OH 45430

Dear Casey,

Before we started with Naked Lime two years ago, we had up to seven digital marketing vendors at one time. This was time-consuming and ineffective for many reasons.

None of them communicated with each other and they were a pain to manage. If I had an issue, I had to determine which vendor could fix it, find their email, and send them a message. Then if they didn't respond, I'd have to remember to follow up and check to see if they fixed the problem. If I had 20 issues, I had to send 20 different emails! Now I send any issues to Naked Lime, and they handle them all. It's easier, because now I have a team.

Before, when it came to ROI, I had no idea what was working and what wasn't. None of the vendors worked together, and I had to read different reports with different metrics from different companies. Naked Lime holds themselves accountable for their results.

Naked Lime puts banners on our website. They did targeted advertisements instead of blasting. They even tracked certain landing pages and gave us analytics on submission forms. Now we know what works, and can stop wasting money on what doesn't. They provided us with the opportunity to spend less and convert more customers with better results.

We've taken our average advertising spend per customer from \$600 to \$500. We've migrated from 90% traditional and 10% digital to 50/50 all while dropping our ad budget by \$100,000 a month. And, we're up 10% year over year.

Naked Lime really cares what works for your dealership and in your market. They have multiple solutions, but will help you maximize the impact of the services you choose, rather than pushing ones you don't need or want.

If a dealer wants to focus more digital but doesn't know where to start, they should choose Naked Lime. It works!

Sincerely,

Mike Chaparro
Sales and Marketing Manager
Sun Toyota
Holiday, FL