



Perillo BMW

Casey Sheen
Naked Lime Marketing
One Reynolds Way
Dayton, OH 45430

Dear Casey,

Perillo BMW has been a customer of Naked Lime Marketing for a few years, and we currently use Search and Social Media, and Digital Reputation Management services.

Naked Lime Marketing services have always worked well for us, but we weren't using them to their full potential. No one at Perillo BMW was taking control and responsibility for the valuable information being provided to us by Naked Lime. **When we recently made the decision to be more involved and work with our Naked Lime specialist to develop a more proactive marketing strategy, we saw some of the best results we've seen in years.**

Search and Social Media services are helping us get more online traffic:

- Our site visits went from 16,400 to 19,012 visits per month – a growth of 16%.
- The number of page views increased 43%, which is about 30,000 more page views per month.
- The number of page visits from people viewing more than 20 pages increased 184%.

These results mean more customers are coming to our site and staying there. This increase in customer engagement has improved our sales significantly.

Before Digital Reputation Management was implemented, our online reviews were 17% positive and 83% negative, now our reviews are 80% positive and only 20% negative. Our goal is to reach customers before they go on Yelp or DealerRater to complain, and with the newly created Customer Relations program, we can do that. We literally turn irate customers into loyal customers just because we dealt with their situation. **Because of DRM and the Customer Relations program, we are delivering a better customer experience.**

The biggest advantage of Naked Lime is the customer service and high level of communication. I can come up with some creative ideas and I'm amazed when I pick up the phone, express my idea, and someone gets it. The ability to instantly translate my idea into reality quickly and thoroughly really makes me happy. The specialists I work with give suggestions, think through all the steps, and follow through promptly and accurately. They are the ones that have made the difference for me and have really helped our business.

I am excited to continue our partnership with Naked Lime Marketing and grow our web presence even further. We are happy with the price and the variety of services. Because of the great experience we've had, I would recommend your Search and Social Media, and Digital Reputation Management services to any dealership.

Sincerely,

A handwritten signature in blue ink that reads 'Trish Inguagiato'.

Trish Inguagiato, Customer Relations Manager
Perillo BMW
Chicago, IL