



## #1 Commercial Fleet Ford Dealer In Nevada

“Autofusion’s willingness to listen to my ideas and work together to develop a site that is easy for guests to use, provides good information, and still works within their framework has been great.

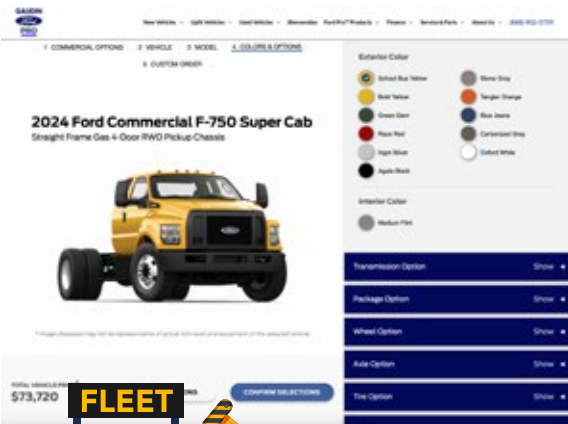
**We asked for custom pages that Autofusion was able to accommodate where most developers either can’t do it or won’t.** Zack, Richard and their team have been great to work with and their communication is key. I look forward to our continued work together for the future of Gaudin Ford Pro Elite.

Justin Priddy  
**Ford Pro Sales Director**  
 #1 Gaudin Ford Pro Elite



**288%**  
**LEADS GENERATED**

## How #1 Gaudin Ford Pro made the big switch, focused on the customer experience (CX), & **increased leads by 288%**



**CHALLENGE:** Gaudin Ford Pro Elite was not satisfied with the results they were getting from their certified commercial website provider. Autofusion built an all new product and brand-focused UI, with an optimized SRP/VDP, and streamlined the UX by implementing engaging technologies like **Work Truck Builder™** and **TalkExpress™**

Their **Previous Provider**  
 Website, SEO, 3rd Party Listings, and PPC Ad Spends.

**Autofusion's Commercial Platform**  
 Standalone website, Local SEO, no paid listings or ad spends.



- **Work Truck Builder™**
- Key Integrations
- Fast Load Speed
- Better Merchandising
- Ease-Of-Use

**Study Controls:** All duplicates removed, Calls < 30 seconds removed.

Hostname	+ New users	Average session duration	Engagement rate	Events per session
Totals	5,318	4m 12s	61.8%	13.7
1 www.fordproelitev.com	5,318	4m 12s	61.8%	13.7