

# Sustaining Market Dominance With

## PAID SEARCH & PMAX

As a dealership that prioritizes a heavy digital presence over traditional media like Television and Radio, [Red McCombs Ford](#) requires a high-performance strategy to maintain reach in the competitive San Antonio DMA. STRONG'S Google Premier Partner team had a primary objective for this 12-month period to continue expanding reach while aggressively driving lead volume.

Building on the success of a [2023 experiment with Google Performance Max](#), the dealership maintained a sophisticated presence across Google's six major platforms: Search, YouTube, Gmail, Discover, Display, and Maps. This omnichannel approach was paired with a refined Paid Search strategy focused on high-intent shoppers and cost efficiency.

The April 2025 to March 2026 overview confirms that Paid Search and PMax remain the most effective tools for reaching viewers and increasing lead volume in the San Antonio market.



METRIC	PERFORMANCE	YOY GROWTH
IMPRESSIONS	16.0M	↑89.9%
PHONE CALLS	23K	↑114.1%
CLICKS	346.5K	↑39.6%
LEADS	4K	↑12.3%
AVERAGE CPC	\$2.47	↓10.2%
VEHICLES SOLD	4,533	Avg. 378/mo

***“They know exactly how to drive more traffic to your website but most importantly increase leads.”***

*— Shawn Berry, General Manager, Red McCombs Ford*

The data from this 12-month overview confirms that Red McCombs Ford's reliance on a heavy digital presence is more than just a viable alternative to traditional media. It is a superior driver of volume and efficiency. By maintaining a consistent average of 378 units sold per month, the [STRONG digital strategy](#) continues to move the needle for Red McCombs Ford, proving that targeted, data-backed reach is the most effective way to dominate your local market.

**LET US HELP YOU  
ON YOUR WAY TO  
THE TOP.**

**STRONG**  
AUTOMOTIVE 