

Increasing Primary Market Share & Conquering the Competition

Dominating with Digital Drive

In a highly competitive automotive landscape, [Kendall Hyundai](#) sought to break through the noise, expand its footprint beyond its immediate Primary Market Area (PMA), and capitalize on the growing demand for the 2026 Hyundai lineup. The goal was to achieve aggressive growth using a custom-tailored digital marketing strategy.

Kendall Hyundai partnered with [STRONG](#) in January 2026 to overhaul their digital approach. By increasing overall digital investment 45% year-over-year, the dealership shifted to a conquest-driven strategy built to saturate the market and displace competitors. STRONG's full-funnel program combined Google Performance Max and Vehicle Ads, Meta Automotive Inventory Ads on Facebook and Instagram, Amazon video advertising, personalized email offers tied to 2026 Hyundai models, and Retain shopper-activity monitoring to re-engage in-market buyers.

Sales Metric (Jan.-Apr. 2026)	Growth Impact
Total Lead Volume	↑ 31%
Total Sales Volume	↑ 82%
New Hyundai Market Share	↑ 5.1%

The results from January through April 2026 show the added investment scaled dealership opportunity, driving an 82% increase in total sales volume year-to-date. Sales growth outpaced the 31% increase in lead volume, proof the team is closing leads, not just generating more volume. The 5.1% gain in new Hyundai market share shows outperformance across the dealership's southeast region.

The digital data backs it up. From January through April 2026, Google and Meta campaigns delivered 7.2 million ad impressions, including more than 57,000 Google clicks, with Vehicle Ads driving roughly 81% of those clicks at about one-third the cost per click of standard Performance Max. Nearly 99% of website visitors were first-timers, a sign the strategy is reaching new buyers.

Digital Metric (Jan.-Apr. 2026)	Result
Ad Impressions (Google + Meta)	7.2M
Reach on Facebook & Instagram	596K+
Meta Click-Through Rate	2.8%
First-Time Website Visitors	98.5%

The success of Kendall Hyundai's 2026 strategy proves that aggressive investment, paired with an expert team and custom digital strategy, drives measurable growth. The dealership has moved beyond traditional marketing boundaries and set a new gold standard for how dealers can own their backyard and beyond.