

USER DATA REVEALS KEY REASON FOR UNDERPERFORMING PREOWNED CAR SALES

PROBLEM

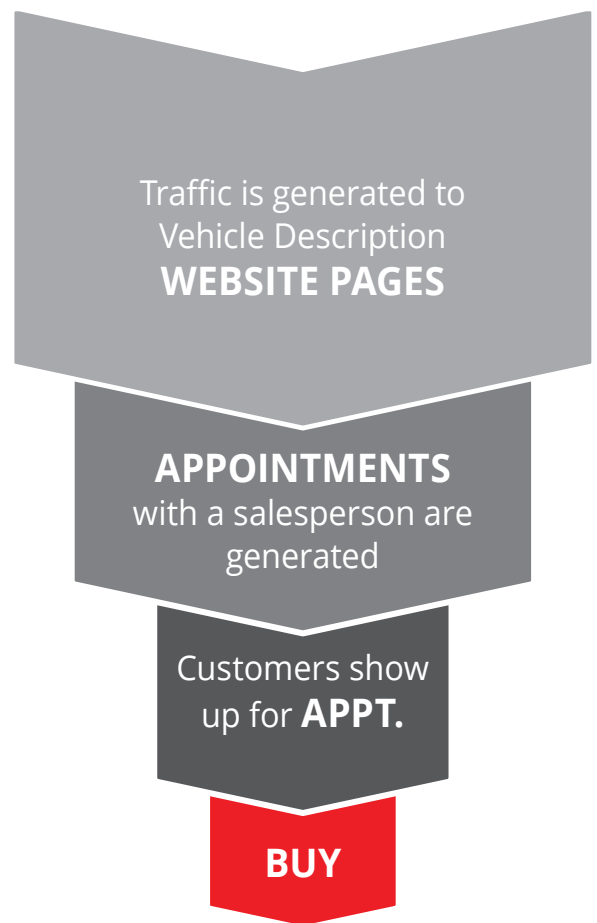
Preowned car sales were underperforming even though the marketing was driving qualified traffic.

- Oct – Dec 2016: Average 48 used cars sold
- Used inventory average of 100 vehicles. Equates to a 60 day turn rate.

PATH TO SUCCESS

- Identified 44% of traffic exited the site after visiting a vehicle search results page. This told us that the user did not find what they were looking for. The dealer was stocking the wrong inventory.
- Analyzed cross sell (300,000 actual sales records) to identify the best-selling preowned cars in the market.
- Recommended the best 20 non-VW (which is their brand) make/models they should carry.
- Esserman quickly changed over their inventory to these models.

RESULTS



Automotive dealer
website traffic brought to
Vehicle Description Pages
corresponds to total cars sold.