



ConvertNow

DEALER CASE STUDY

Conversational Commerce

Replaces Standard Form Fill

High-End Luxury group in a large Metro City in the South, switched from the generic website form fill buttons to the ConvertNow buttons.

Data was measured using the metrics for 108 days before the launch of CarNow's ConvertNow and 108 days after launching ConvertNow.

ConvertNow BUTTONS USED:

- e-Price
- Trade Value
- Schedule Test Drive

CarNow

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