

1 out of 4 Cars Sold Sourced by CarNow

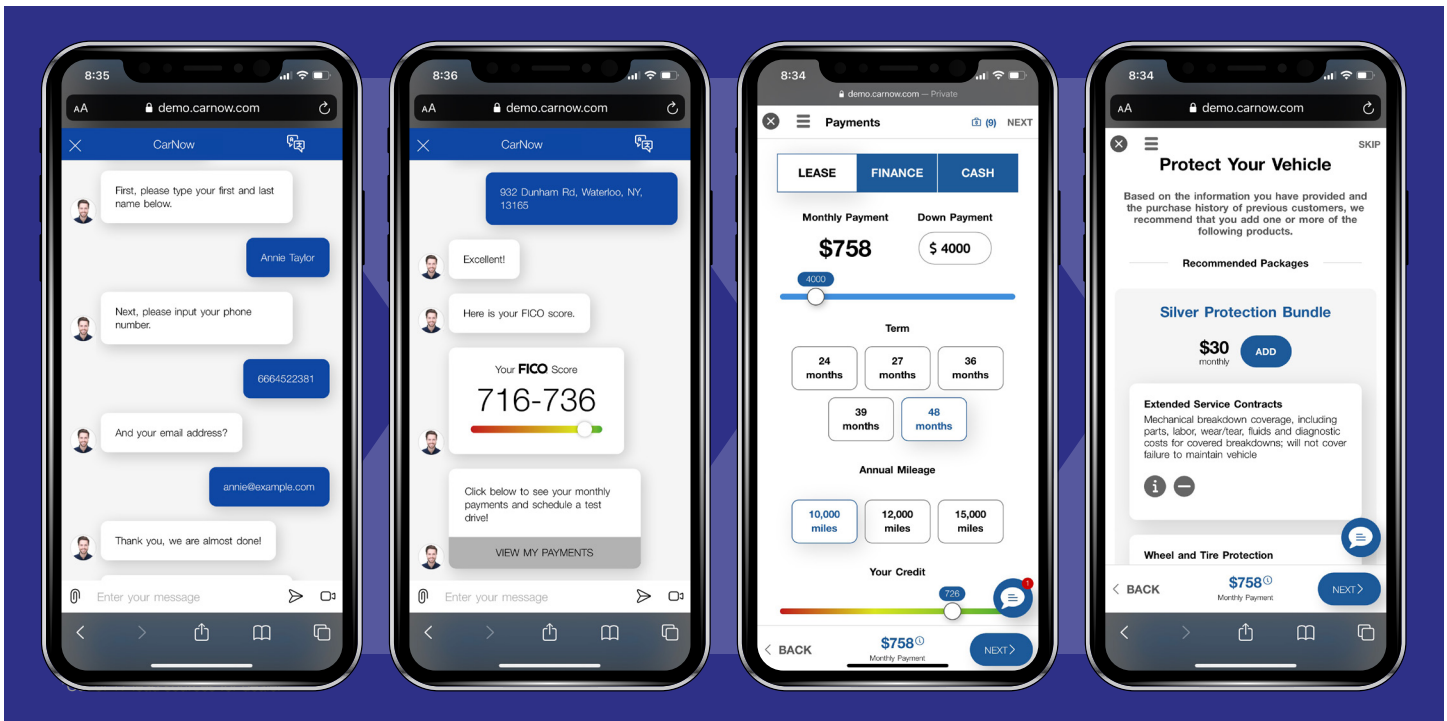


A mid-sized GM dealer needed a better way to engage with live customers on their website. Form fields were under-performing and not producing real conversions. Once the form submission hit the dealers CRM, staff were spending a lot of time calling and emailing customers to try to re-engage.

The dealer implemented a connected retail solution using CarNow's Real-Time Retail™ platform. In just 2 months they saw a very clear impact from the decision.

The Results

- **Highest # of Sold** – 62% higher than next lead source
- **Highest Closing Ratio (30%)** – 10% better than 2nd highest closing ratio
- **Higher Average Gross** than 71% of other lead sources
- **2nd Highest total front end gross** – 3x higher than average
- **Highest Back End Gross of all lead sources** – 4x higher than average
- **1 out of every 4 cars sold sourced to CarNow**



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Visit us at CarNow.com or contact Sales@CarNow.com to learn more.

CarNow™
Retail at the speed of **NOW**