

The Power of Adding Live Calls-to-Action to the Digital Retailing Process



A Honda dealer revamped their digital retailing experience by implementing CarNow's Live Conversational Calls-to-Action (CTAs). The benefits of this strategy went beyond just recognizing improved results, as it transformed the way customers engaged with their dealership online.

Honda Dealer Partner Results

128%

**INCREASE IN
TOTAL LEADS**

116%

**INCREASE IN DIGITAL
RETAILING(DR) LEADS**

22%

**INCREASE IN THEIR
DIGITAL RETAILING
CONVERSION
PERCENTAGE**

| | TOTAL LEADS | DR LEADS | DR CONVERSION |
|------------------|-------------|-----------|---------------|
| BEFORE LIVE CTAs | 109 | 31 | 9% |
| AFTER LIVE CTAs | 248 | 67 | 31% |

Provide your website visitors with an experience that nurtures and guides them naturally through the digital retailing process. These kinds of experiences drive undeniable improvements to the quality of your leads and, ultimately, to your bottom line.

Increase your sales with **Real-Time Messaging™** today!
Call **877.882.5353** and book your demo.
Learn more at [CarNow.com](https://www.CarDownow.com) or contact Sales@CarNow.com.