

Maximizing Chat-to-Lead Conversion Rates



From December 2022 to July 2023, Ford and Stellantis dealers in the Mid-West, along with a Kia dealership, implemented CarNow at their stores. The data shows they experienced significant improvements in chat-to-lead conversion rates and closing ratio metrics.

Ford Dealer using CarNow Messaging Chat-to-Lead Conversion Rate

48% 30 DAYS
BEFORE CARNOW

75% 30 DAYS
WITH CARNOW

Kia Dealer using Real-Time Retail™ Closing Ratio

10% 60 DAYS
BEFORE CARNOW

15% 60 DAYS
WITH CARNOW

50% increase

Stellantis Dealer using Real-Time Messaging™ Closing Ratio

0% BEFORE
CARNOW

14 leads, 0 sold

13% WITH
CARNOW

40 leads, 5 sold

These improvements in chat-to-lead conversion rates and closing ratios showcase the effectiveness of CarNow's powerful platform.

Increase your sales with CarNow's dealer retailing system.
Call **877.882.5353** or email sales@carnow.com to book your demo.