

PERQ

POWERED BY **FATWIN**

Trade Appraisal Plus

Over the years, Bart's Car Store has continuously attracted customers, old and new, into their showroom with the help of PERQ's event sale services. However, Bart's realized that they needed a new trade-in tool that was optimized for high conversion of web visitor to lead and lead to show, as well as a solution that created better conversations with those leads. After examining their options, they determined that PERQ's Trade Appraisal Plus (TAP) tool that utilizes FATWIN™ was exactly what they needed to get more trade-in leads into their showroom.

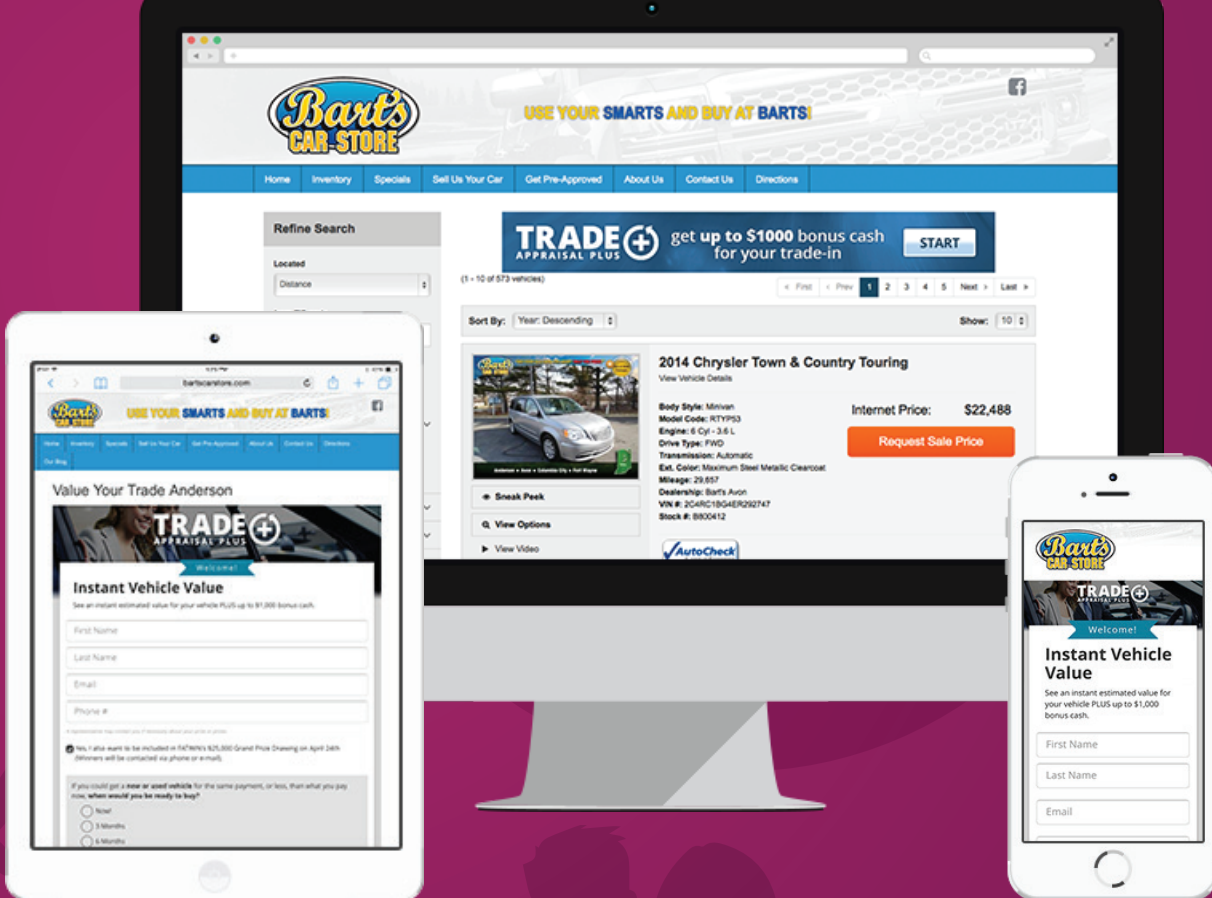
Campaign Overview

Client
Bart's Car Store
Indiana

Investment
\$2,988

Campaign Duration
3 Months
Jan 1st - Mar 31st

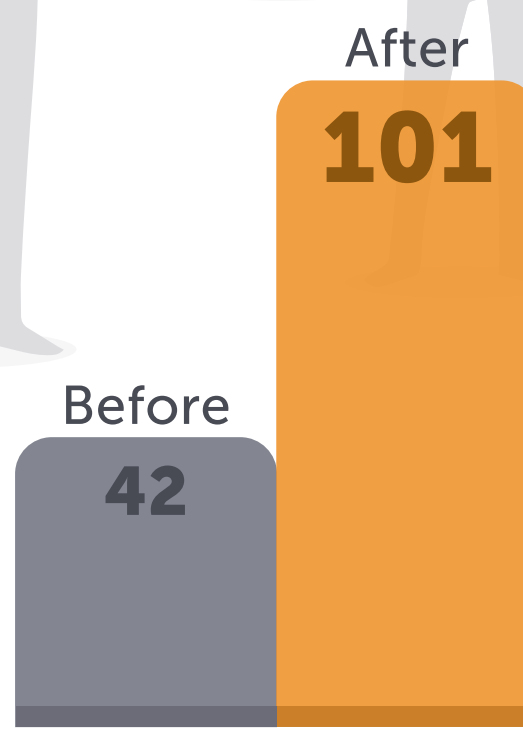
Optimized Website Banners



0.6%
conversion from website to lead before TAP started.

First 90 Days Results

Website Conversion
1.6%
during first month



240% INCREASE
in leads captured
within first 30 days

5 Day
AVERAGE REGISTRATION
TO PURCHASE

72%
OF LEADS READY
TO BUY NOW

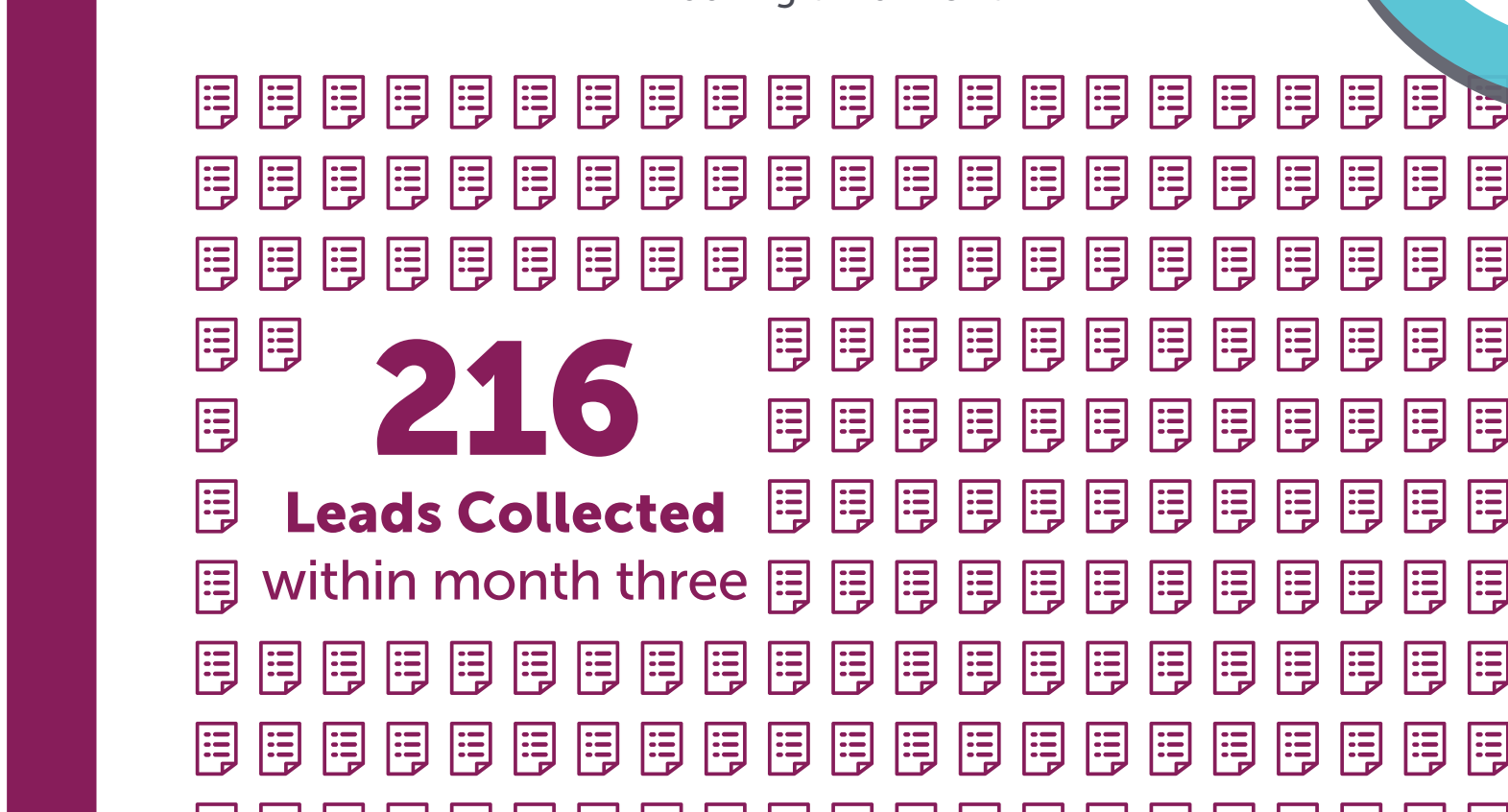
\$93
AVERAGE COST
PER SALE

Website Conversion
1.9%
during second month



Website Conversion
2.4%
during third month

In the third month, the volume of leads was maintained while the traffic was slightly lower.



32 =
Total Vehicles Sold

\$80,000
Gross Profit generated for Bart's Car Store

Client Testimonial



I'd highly recommend the Trade Appraisal Plus tool to anyone looking to not only increase your online leads, but collect complete buyer information on higher qualified leads that are ready to buy now. Get your sales team ready for an influx in traffic ready to buy, because TAP works.

- Jason Kitt, Marketing Director, Bart's Car Store

TO LEARN MORE
about Trade Appraisal Plus...

Go to auto.perq.com

