

Paducah Ford Lincoln

“Some of our best leads are ones who are inquiring about particular vehicles and who are looking to trade.”

– Jeremy McNutt, Internet Sales Director/BDC Manager

Results of first 30 days:

24
Leads

16%
Lead to Sale
Conversion Rate

4
Cars Sold

83%
of buyers interested in
buying right away



Custom Special Offer



Range-Based Vehicle Pricing



Accurate Contact Data



Extended Buyer Profiles

Dealership Profile and the Situation:

Paducah Ford is a Kentucky based car dealership with an extensive inventory of new and pre-owned Ford, Mazda and Lincoln vehicles. Serving the Paducah, KY and Metropolis, IL areas, Paducah Ford’s commitment to great customer service has always been second to none – providing an array of parts, services and financing options to everyone in their community.

Prior to Trade Appraisal Plus, Paducah Ford wasn’t using any sort of 3rd party trade-in tool to obtain leads; so they weren’t looking for an alternative to any current system. What they were looking for, however, was a way for them to make full use of their website; with the hope of getting more in-store traffic and generating more sales. While there was a form for consumers to get new vehicle information, it didn’t collect specific purchasing information from the consumer; nor did it provide a valuable offer back to them. But just as Paducah Ford was looking at their options, PERQ called with a practical solution that would help them to really boost their site’s potential.

Before

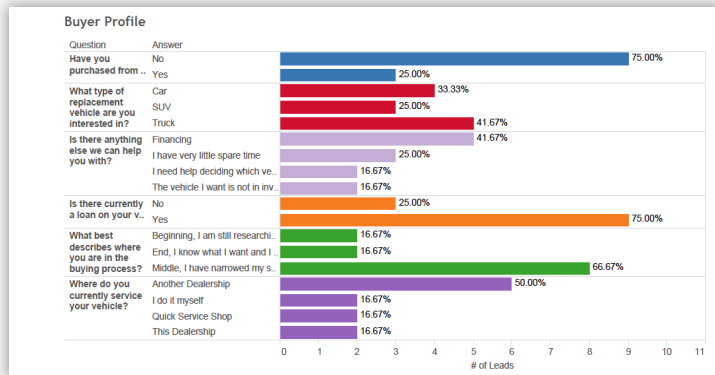


After



The Solution: Trade Appraisal Plus

To help Paducah Ford really max out their site’s full potential, PERQ introduced Trade Appraisal Plus – a tool that would give their site the extra boost it needed to draw more consumers to their store, and sell more cars. With Trade Appraisal Plus, Paducah Ford would be able to provide consumer trade-in information, provide realistic trade-in offers and ask customized questions that would allow them build buyer profiles and learn more about their consumers.



Combined buyer profile reporting from 24 leads

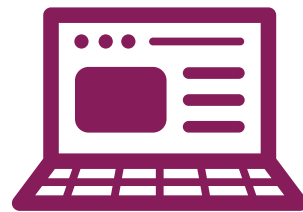
The Results:

Within just 30 days, Paducah Ford collected a total of 24 quality leads and sold 4 cars; providing a 16% sales conversion rate between September 25th to October 25th. And according to the reports received, over 83% of consumers were in the market to buy now; and 56% of consumers were in the market for a used vehicle.

4
CARS SOLD



16%
LEAD TO SALE
CONVERSION
RATE



What was particularly interesting about the Paducah Ford’s TAP results was that they managed to obtain a solid ROI despite lower than average website traffic. The numbers from the first month of Trade Appraisal Plus indicated that the few visitors they did were not only drawn to the appeal of getting their vehicle’s trade-in value, but the concept of receiving up to \$1,000 in bonus cash on top of their trade-in incentive. Paducah Ford also noted that the process of providing official trade appraisals once customers came into the store was far easier and more seamless because of TAP.



“We like it! It creates a big enough range where we haven’t had any problems as far as logistics. We haven’t had any issues whatsoever. Some of our best leads are ones who are inquiring about particular vehicles and who are looking to trade.”

– Jeremy McNutt, Internet Sales Director/BDC Manager



Learn more about our Trade Appraisal Plus program today!
Contact your account rep or call (800) 873 3117

