



PERQ

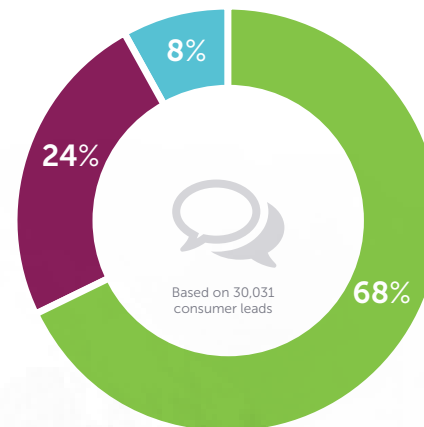
Car Buyer Insights from PERQ

Car Buyer Insights Report

Car buyers today most often begin researching and shopping online before ever visiting an auto dealership. Knowing what consumers are most interested in during the car buying process and their next steps, starts by gaining insight into how they interact with dealership websites.

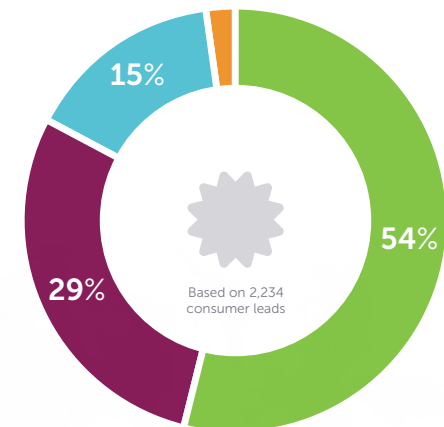
To get into the minds of online car buyers, PERQ reviewed the past 3 months of consumer profile data captured from a sampling of 100 auto dealerships using PERQ's web engagement solution. Use these insights to help your dealership better personalize your interactions with consumers online and in your showroom.

How do you prefer to be contacted?



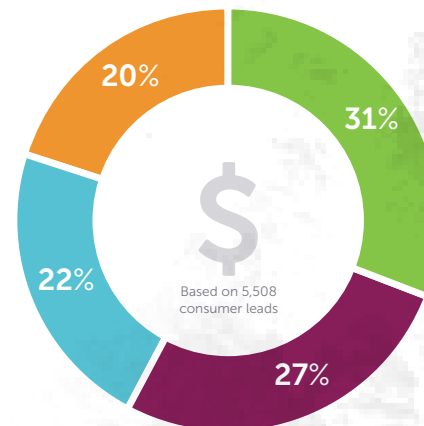
- Email - 68%
- Text - 24%
- Phone - 8%

What type of special offers are you interested in?



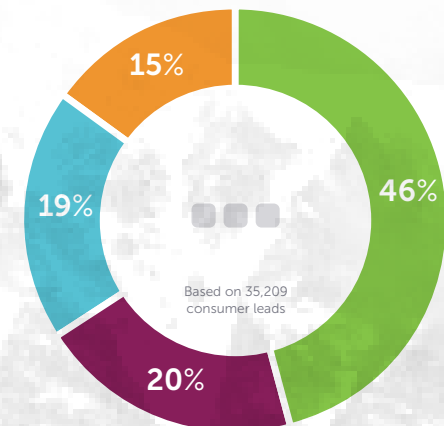
- Trade in - 54%
- Price - 29%
- Financing - 15%
- Warranty - 2%

How can we earn your business?



- Incentives and discounts - 31%
- Good financing options - 27%
- No hassle communications - 22%
- Quick and easy purchase - 20%

What is the best next step for you?



- Continue browsing inventory - 46%
- General research - 20%
- Get pre-approved - 19%
- Schedule a test drive - 15%

How PERQ Collects Consumer Data

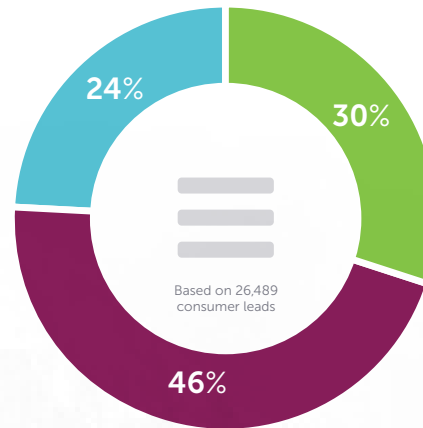
PERQ's web engagement technology helps dealerships create an interactive and connected consumer experience on their websites. Consumers answer shopping preference questions like the ones here through PERQ's interactive lead forms and shopping tools, which personalizes their online shopping experience.

PERQ's technology remembers a shopper's information, guiding the online experience toward a showroom purchase without asking them for the same information twice. As a plus, dealerships receive 5X the consumer profile data from PERQ's leads than the average auto lead. PERQ's leads are 3X as likely to convert to a sale.

[LEARN MORE!](#)

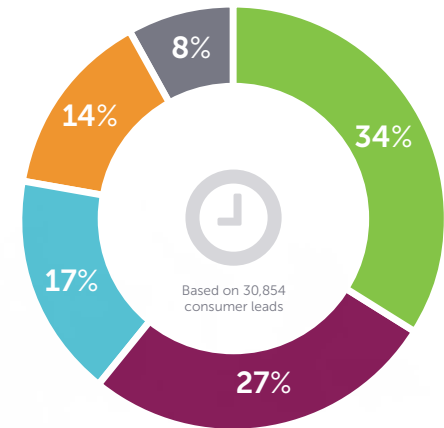
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What best describes where you are at in the buying process?



- Beginning: 30%
- Middle: 46%
- End: 24%

In an ideal scenario, when will you be ready to buy?

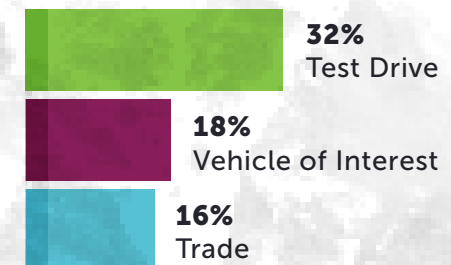


- Now: 34%
- Within 2 Weeks: 27%
- Within a Month: 17%
- Within 90 Days: 14%
- Not anytime soon: 8%

16.94%

Average click-to-lead from PERQ's interactive experiences

Unique CTA click-to-lead conversion for the top 3 lead types on dealership websites:



The conversion of unique clicks on a specific CTA and submit a lead. (e.g. 10 unique clicks that convert into 5 unique leads, equals a 50% click-to-lead conversion rate.)

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