



Mercedes-Benz

**TRADE+**  
APPRAISAL PLUS

Feldmann Imports has been in business for over 32 years, carries roughly 300 new and used vehicles in inventory and utilizes Dealer.com for their website. Previously they had been using the PureCars trade-in tool to convert website visitors.

### Client Testimonial

"We were utilizing the Purecars trade-in tool because it was already included in our solution but we were receiving less than satisfactory results with only 17 leads per month, at a 4% lead-to-sale conversion. I'm happy to report that in our first month with TAP, we received well over 2x the leads and lead-to-sale conversion!"

*Dave Anderson, Internet Manager*

**PERQ**



**Client**  
**Feldmann Imports**  
Bloomington, MN



**Vehicles Sold**  
**5**  
and counting



**Duration**  
**30 Days**  
May 29th - June 30th

**47**

**LEADS GENERATED  
FROM WEBSITE**

**63%**

**READY TO  
BUY NOW**

**10%**

**LEAD TO  
SALE CONVERSION**

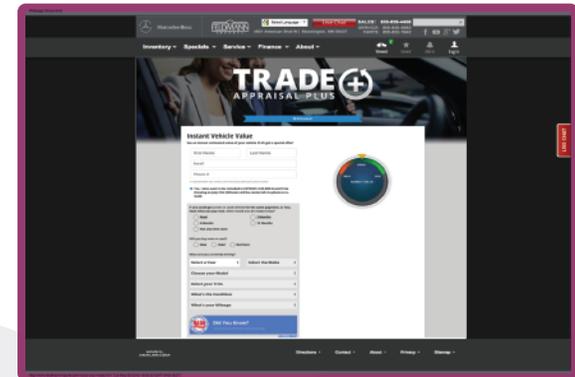
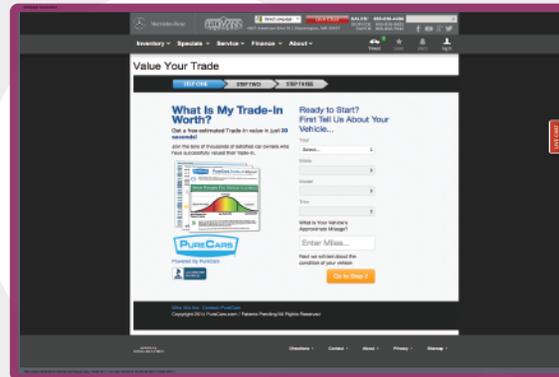


**280% INCREASE**  
in leads captured  
within first 30 days

**17**  
leads per month  
**Before**

**47**  
leads per month  
**After**

**0.3%**  
conversion from  
website to lead  
before TAP started.



**Ready to get started?**

Call your account rep or **800.873.3117** now.