



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

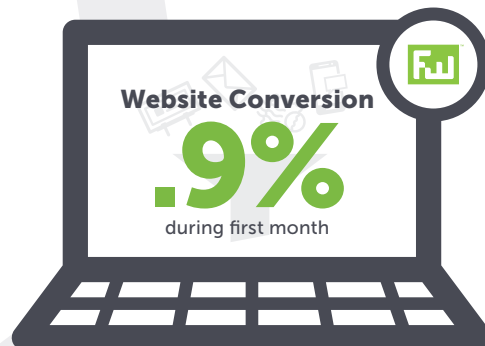
LEADS GENERATED
FROM WEBSITE

63%

READY TO
BUY NOW

10%

LEAD TO
SALE CONVERSION

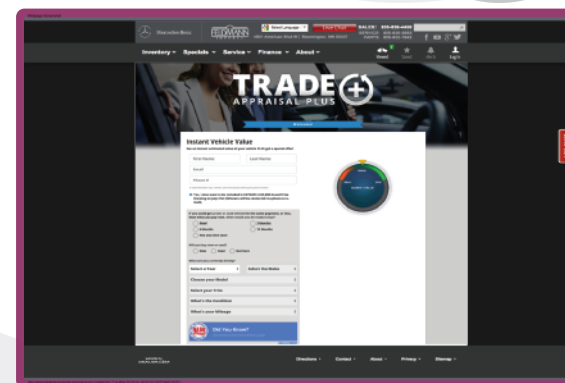
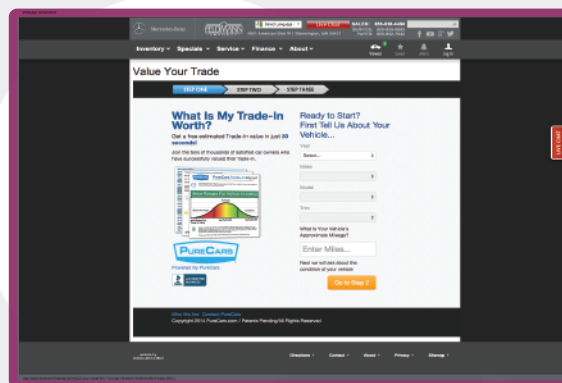


280% INCREASE
in leads captured
within first 30 days

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.