



Jenkins and Wynne have been in auto business for over 60 years, carrying over 700 new vehicles across three websites. They were previously using AutoTrader trade-in tool with their websites from Dealertrack and Ford Direct. Unhappy with lead quality from AutoTrader, we helped set goals to double their results with TAP.

Client Testimonial

"My sales team found utilizing the buyer profiles helpful when understanding how to best respond to our customers. This allowed for a seamless transition into the dealership. After witnessing PERQ's ability to be so dedicated and always working to improve our website conversion, the decision to partner with TAP was clearly a no brainer."

Casey Jenkins, Internet Manager

PERQ



Client
Jenkins & Wynne
Honda, Ford, Lincoln



Vehicles Sold
16



Duration
First 45 days
May 15th - June 30th

91

LEADS GENERATED
FROM WEBSITE

71%

OF LEADS READY
TO BUY NOW

18%

READY TO BUY
WITHIN 90 DAYS

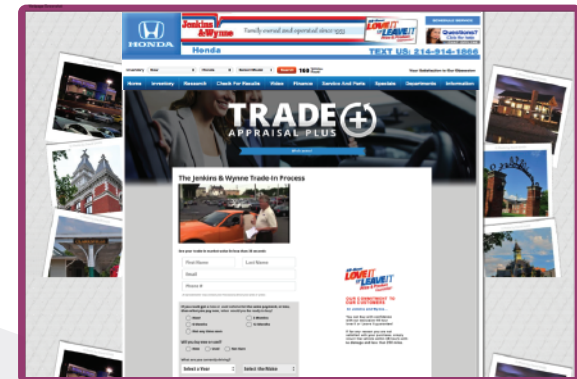
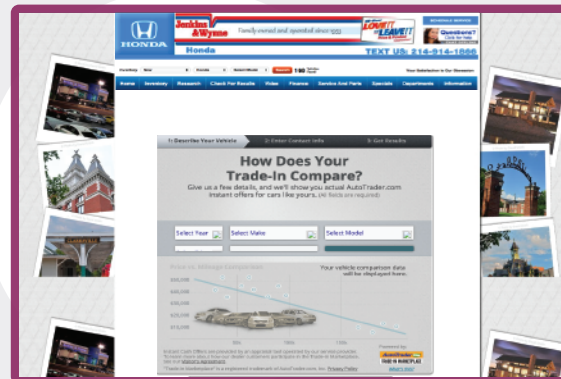


247% INCREASE
in leads captured
within first 45 days

37
Leads per month
Before

91
Leads per month
After

53%
of the leads generated
also requested help
in acquiring a loan



Ready to get started?

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