

# PERQ

## ANNUAL CAR BUYER INSIGHTS REPORT



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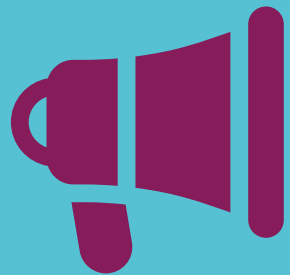
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PERQ's online guided shopping solution captures valuable consumer profile data from auto dealerships who use our interactive software on their existing websites to increase engagement, leads and showroom sales.

With so much interest in PERQ's spring Car Buyer Insights Report, we decided to do a 2017 year-end review.

We analyzed data from hundreds of dealerships over 3 months to pull together updated and new insights to help you better personalize your interactions with consumers online and in your showroom.



**Don't miss the key  
takeaways throughout!**

# HOW DO YOU PREFER TO BE CONTACTED?

**Takeaway:** Compared to our spring 2017 report, email is still the preferred method of contact, with phone decreasing by 1% and text increasing by 1%. If an online visitor says they prefer to be contacted by email, reach out to them first by email before picking up the phone to dial their number.

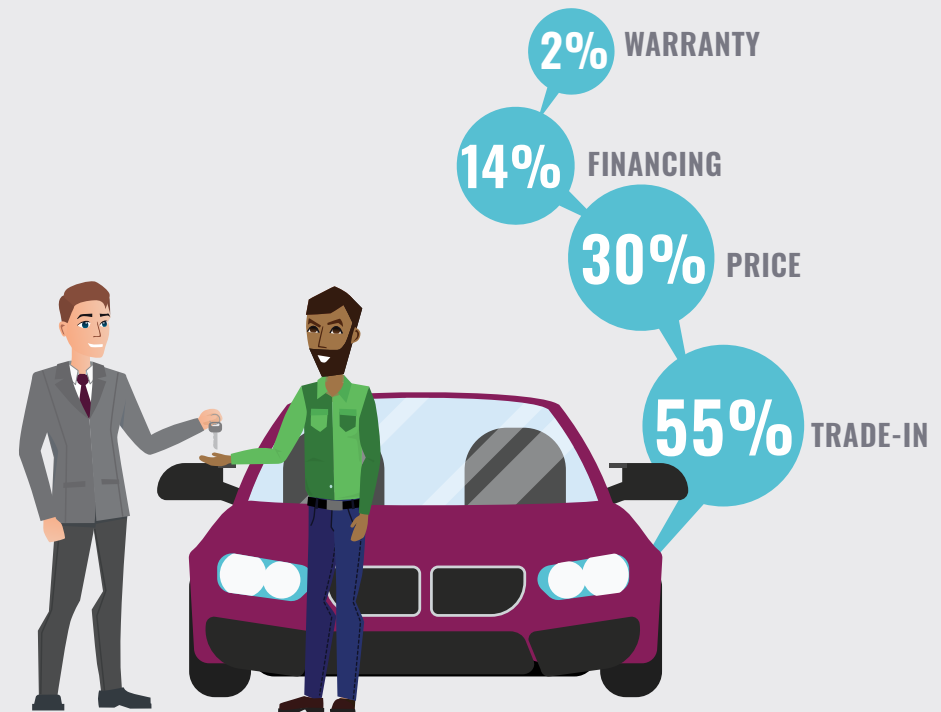
Based on 48,951 consumer leads

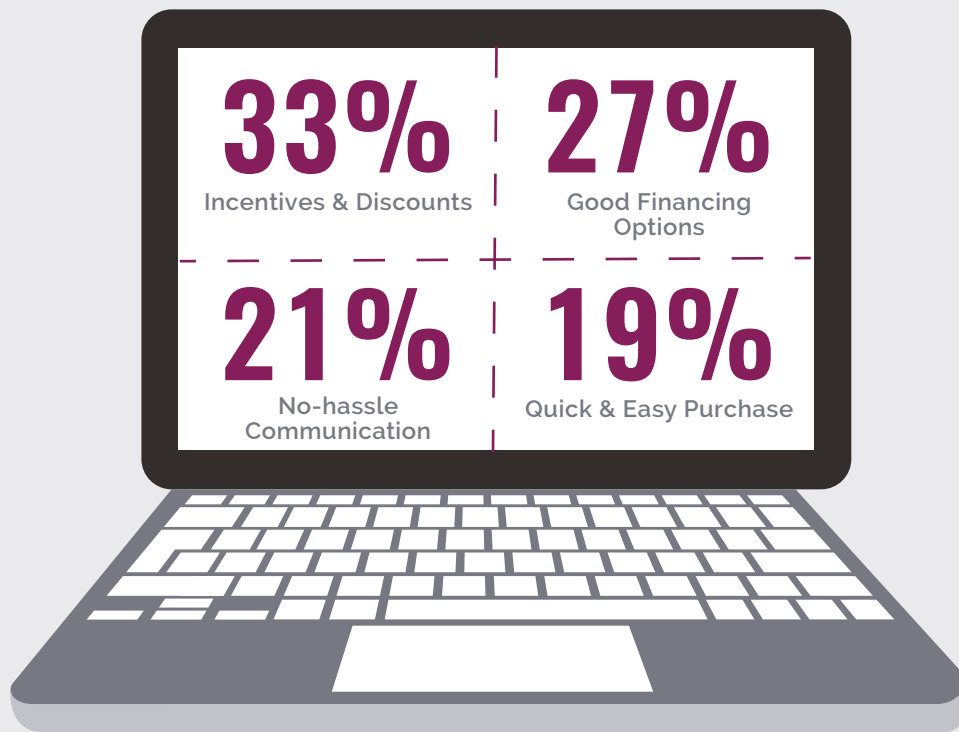


# WHAT TYPE OF SPECIAL OFFER ARE YOU INTERESTED IN?

**Takeaway:** Entice visitors with a trade-in special offer whenever possible and find ways to give special offers around vehicle price.

Based on 3,183 consumer leads





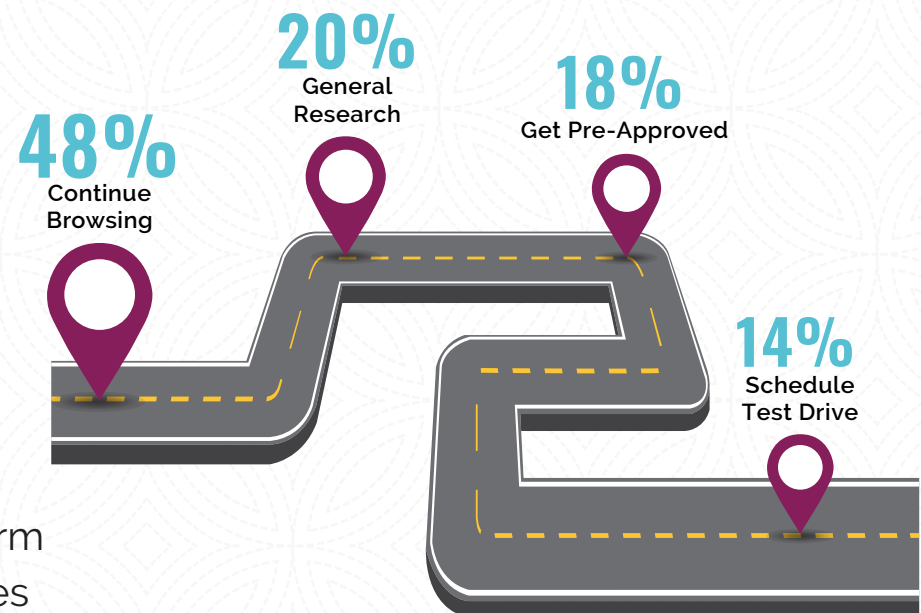
## HOW CAN WE EARN YOUR BUSINESS?

**Takeaway:** We're seeing a slight increase, compared to our spring report, about consumers most interested in incentives and discounts. Finding a way to save is still king to car buyers!

Based on 7,146 consumer leads

## WHAT IS THE BEST NEXT STEP FOR YOU?

**Takeaway:** There's a slight uptick in browsers on auto dealership websites. 68% of car shoppers are still trying to educate themselves on your website. Finding ways to keep them engaged and informed will help drive them down the buying funnel. Interactive assessments help shoppers confirm the best model match or whether to lease or buy, and it gives consumers validation to help them finalize a decision.



Based on 51,465 consumer leads

22% Beginning  
55% Middle  
23% End



Based on 46,192 consumer leads

## WHAT BEST DESCRIBES WHERE YOU ARE AT IN THE BUYING PROCESS?

**Takeaway:** We saw a 9% increase in shoppers who feel they're not quite ready to buy and still want to confirm that they're making the right car buying decision. Your website should be able to learn and remember the visitor's information to receive a personalized experience that changes CTAs to assist them in the next stage of their research.

## IN AN IDEAL SCENARIO, WHEN WILL YOU BE READY TO BUY?

**Takeaway:** The consumer insight numbers didn't budge from our spring report, showing car buyers want to make a fairly quick decision about purchasing a vehicle when they come to your site. With PERQ's consumer profile data captured from the interactive experiences, auto dealers know which "hot" leads to follow through with first.

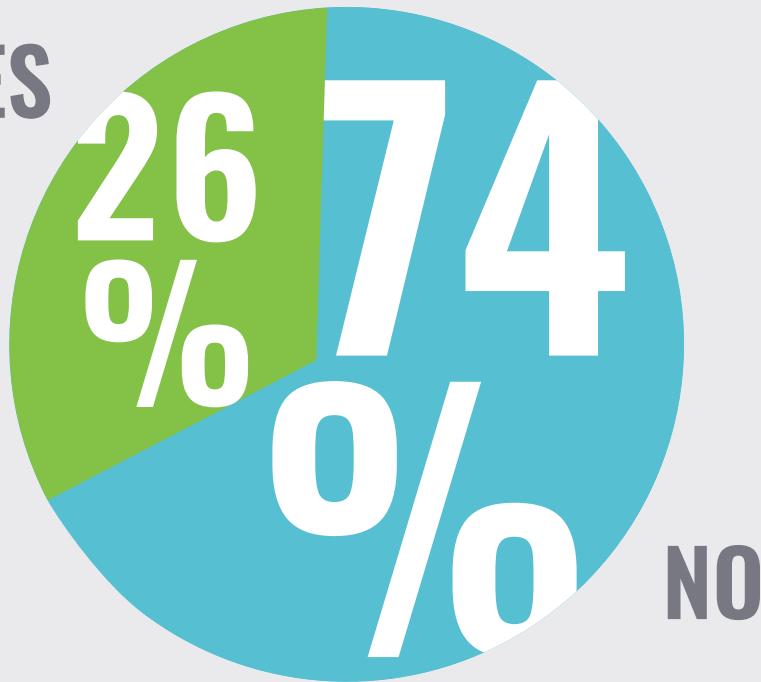
Based on 46,445 consumer leads



34% NOW  
27% WITHIN 2 WEEKS  
17% WITHIN A MONTH  
14% WITHIN 90 DAYS  
8% NOT ANYTIME SOON



YES



Based on 9,493 consumer leads

## HAVE YOU PURCHASED FROM US BEFORE?

**Takeaway:** Only about a quarter of consumers visiting your website are existing customers. Find ways to educate these new consumers about what makes your dealership different and unique. An interactive "New Customer Welcome" can help guide visitors onto the next steps in their car buying process and prove to them that your dealership is here to help.

## HOW MANY VEHICLES DO YOU WANT TO TEST DRIVE AT THE DEALERSHIP?

**Takeaway:** About one-third of consumers want to test drive more than one vehicle. Have your sales team be prepared to spend a little more time with these consumer leads.

Based on 883 consumer leads

32%  
more than one



68%  
just this vehicle



36%



Interior Space

31%



Performance

28%



Fuel Economy

6%



Technology

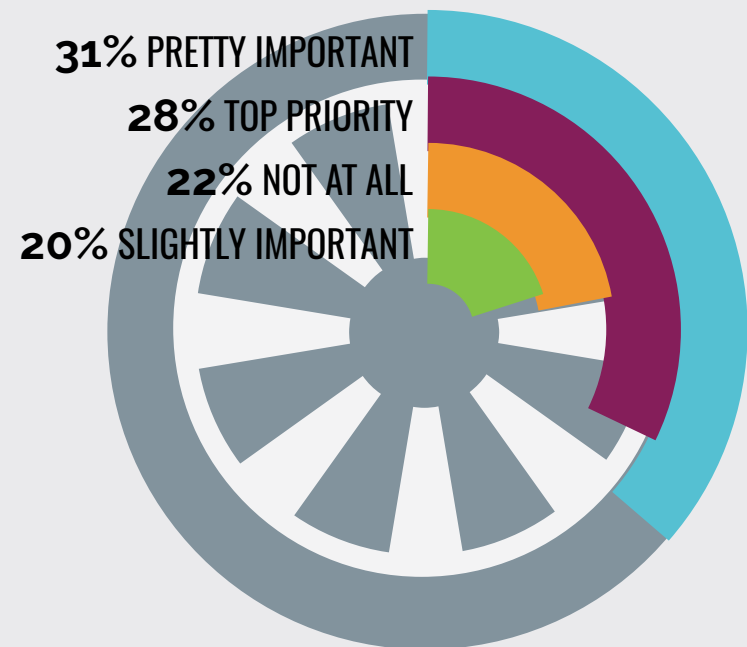
Based on 569 consumer leads

## BESIDES SAFETY, WHAT ELSE IS IMPORTANT TO YOU WHEN BUYING A VEHICLE?

**Takeaway:** Your website should be responsive to how a visitor engages with interactive experiences on your website. If they're looking for more interior space and the assessment gives them a result of mini-vans, they should have the option to immediately go to the mini-van VDP or retake the assessment even if they're not happy with the results.

## HOW IMPORTANT IS FOUR-WHEEL AND/OR ALL-WHEEL DRIVE TO YOU?

**Takeaway:** When you ask a visitor a question on your website, try to give them answers they can choose by clicking, rather than make them type. The easier the process, the more consumer profile data you'll receive. Use the information you collect in real-time through chat!



Based on 569 consumer leads



# HOW PERQ COLLECTS CONSUMER DATA

PERQ helps dealerships create a smart, interactive and connected consumer experience on their existing websites with our guided shopping solution software. Consumers answer shopping preference questions like the ones in this report through PERQ's interactive lead forms and tools.

PERQ's smart technology remembers a shopper's information, guiding and personalizing the online experience toward a showroom purchase without asking 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!**

Visit: [PERQ.COM/AUTO](https://PERQ.COM/AUTO)

## RESULTS FROM PERQ'S INTERACTIVE EXPERIENCES

**30% MORE LEADS**

**15% HIGHER CLOSE RATE**

**5% INCREASE IN GROSS PROFIT FROM PERQ LEADS**

**DOWNLOAD PERQ'S BOOK FOR AUTO DEALERS**

**Engage: No More Lead Traps!**

How to Improve the Online Experience to Increase Sales