

The Situation

Dave Edwards Toyota, a high volume dealership with a loyal customer base in the Spartanburg, SC area was using a popular trade tool on their website. Like many dealers, they didn't consider it to be an adequate source of lead generation. In April 2016, they were introduced to TradeVue, a much more effective (and affordable) solution for generating leads from online trade appraisals.

The Solution

Identified by Phil Aime as a product that aligns well with Spectrum-Charter's automotive push, TradeVue was brought to Dave Edwards on a trial basis. The range-based trade tool generated 103 leads and an estimated 27 sales from April 4 to June 3 (60 days). **A 26% lead-to-sale conversion rate!**

The Results

First 60 Days

184

TRADES STARTED

103

TRADES COMPLETED

45%

BOUNCE RATE

58%

HAVE A VEHICLE
IN MIND TO BUY

103
LEADS

27
CARS SOLD

26%
CONVERSION
RATE

Results verified by independent sources. Estimated margin of error is +/-4%.

