

Case study: How a franchise retailer increased leads by 72% for their brand new stock on Auto Trader over just 7 days.

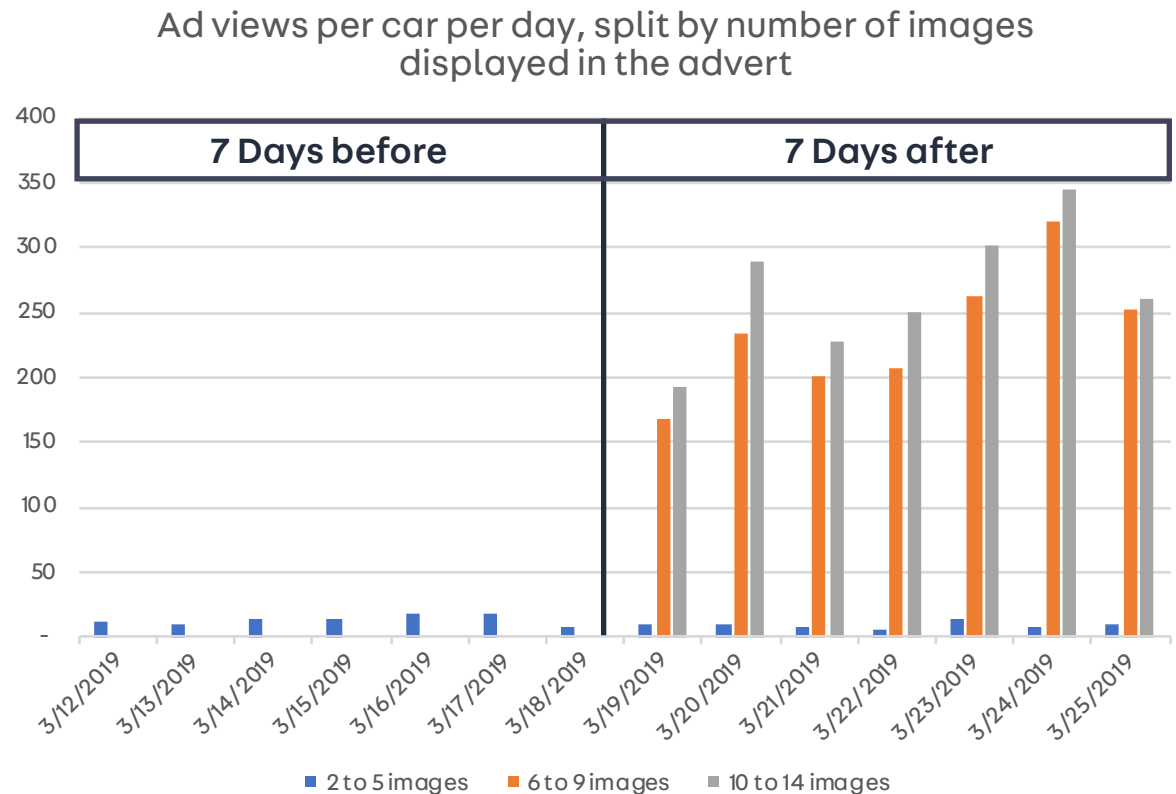
Background

When advertising brand new stock on Auto Trader, one of the most effective ways to attract buyers is by displaying multiple images of the vehicle. This case study focuses on the significant improvement in leads a BMW retailer experienced by improving the quality and quantity of images supplied for their brand new stock advertised on Auto Trader.

Performance 7 days before vs 7 days after after displaying more images

When this BMW franchise first advertised its brand new stock on Auto Trader, they supplied on average 3 images for each vehicle advertised. Over the course of 7 days, these adverts generated an average of 9 ad views per car per day, delivering 4 leads to the retailer.

To improve their performance, the retailer began to display at least 6 images per advert and even included up to 14 images for some adverts. Over the next 7 days, the retailer generated 3,576 views of their brand new stock, resulting in a 72% increase in leads.

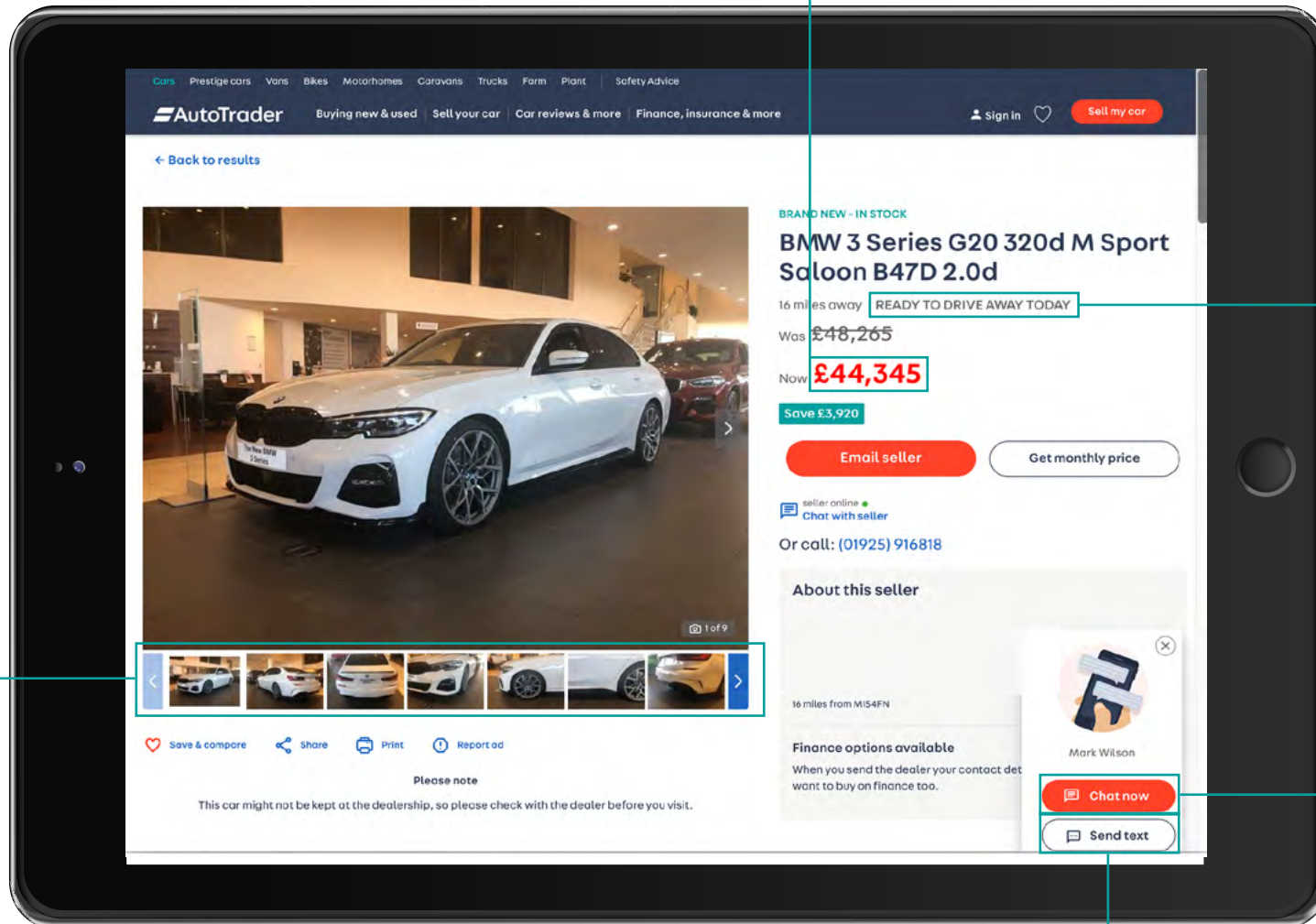


What they're doing well...

Capturing multiple images of the car

Offering a fair saving on the MRRP

Highlighting key selling points with an Attention Grabber



Generating enquiries via text messages

Enabling buyers to contact them anytime via Live Chat

Better quality adverts = even more visibility on Auto Trader

Adverts that include multiple images of the vehicle and a saving on the MRRP are displayed on high traffic pages across Auto Trader such as the homepage and pages dedicated to brand new stock. This BMW retailers focus on creating quality adverts with multiple images and a saving ensures their stock is put in front of even more potential buyers, to help maximise their opportunities to sell.

AutoTrader | Buying new & used | Sell your car | Car reviews & more | Finance, insurance & more | Sign in | Sell my car

New & used cars

Enter a Postcode | Distance (national) | Make (any) | Model (any) | Total price | Monthly price | Min Price | Max Price | Search 491,294 cars | Reset search | More options

Find your brand new car today with Auto Trader

Search here

Latest brand new car deals | View new car deals →

Was	Now	Save
£35,085	£32,587	£2,498
£44,065	£41,999	£2,066
£13,735	£12,448	£1,307
£26,010	£25,525	£1,085

- FORD KUGA 2.0 TDCi Titanium X SUV 5dr Diesel**
SUV | Manual | 2.0L | Diesel | BRAND NEW - IN STOCK
- VOLKSWAGEN ARTEON 2.0 TSI R-Line Fastback DSG**
Saloon | Automatic | 2.0L | Petrol | BRAND NEW - IN STOCK
- PEUGEOT 108 Collection 1.0L 5-speed manual**
Hatchback | Manual | 1.0L | Petrol | BRAND NEW - IN STOCK
- NISSAN QASHQAI 1.5 dCi N-Connecta [Glass Roof]**
SUV | Manual | 1.5L | Diesel | BRAND NEW - IN STOCK

AutoTrader | Buying new & used | Sell your car | Car reviews & more | Finance, insurance & more | Sign in | Sell my car

Brand new car deals

The best deals on brand new cars, in stock and near you.

Local deals near M154FN | See all new cars →

m154fn | Clear

Was	Now	Save
£12,385	£9,784	£2,601
£47,510	£34,505	£13,005
£8,350	£7,530	£820
£19,480	£14,026	£5,454

- Citroen C1 Feel VT172 Manual 1.0 ...**
Grey | Hatchback | Manual | Petrol | 5 doors | 4 seats | 1.0L | Available at multiple locations
- Mercedes-Benz E Class E 220 d E...**
Black | Estate | Automatic | Diesel | 5 doors | 5 seats | 2.0L | Available at multiple locations
- Dacia Sandero Essential SCe 75 ...**
Grey | Hatchback | Manual | Petrol | 5 doors | 5 seats | 1.0L | Salford - 2 miles away
- DS Automobiles DS3 Connected ...**
Multicolour | Hatchback | Automatic | Petrol | 3 doors | 5 seats | 1.2L | Salford - 2 miles away

The results

>6
images
per advert

3,576
ad views in
just 7 days

72%
increase in
leads

Summary

- One of the most effective ways to **attract** buyers is by displaying multiple images of the vehicle.
- Retailers can add up to **100 images per advert** and can even include a video to showcase the vehicle in more detail.
- This BMW retailer **significantly increased** the performance of its brand new stock by displaying a minimum of 6 images in their adverts.
- In doing so, the retailer increased leads for its brand new stock by **72%** over just 7 days.

Taking brand new stock out of hiding

Auto Trader has a dedicated team to help you with advertising your brand new cars and vans.

If you need any support, just contact us on 0344 381 1442 or email newcar@autotrader.co.uk

 AutoTrader

