

Case study: How a franchise retailer became the best performer within their brand for new car leads on Auto Trader.

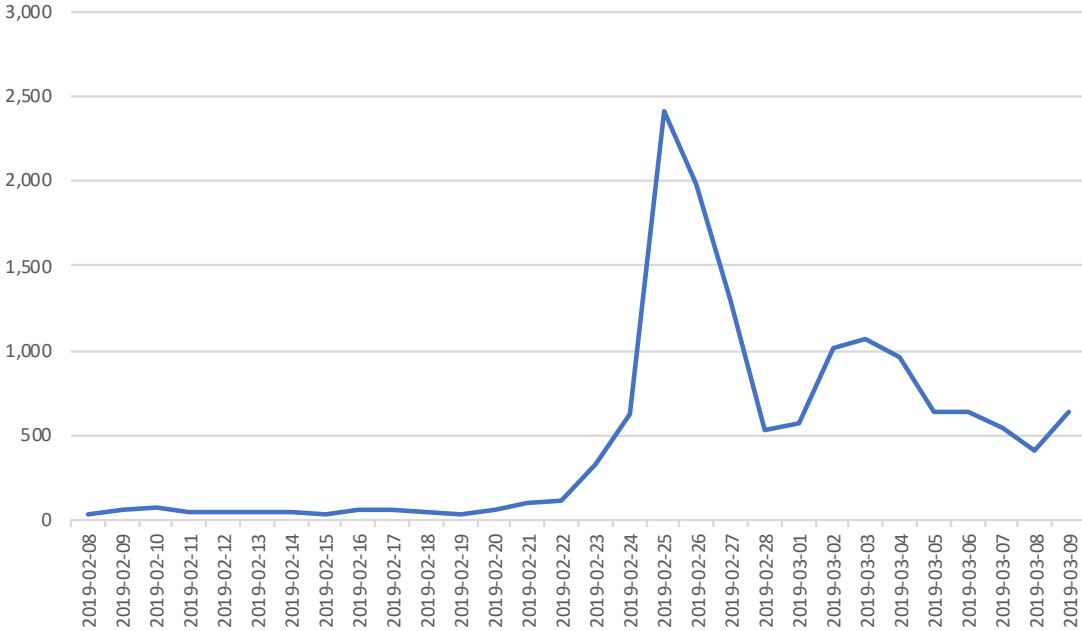
Background

When advertising brand new stock on Auto Trader, retailers are in full control of their pricing strategy, enabling each retailer to advertise the vehicle at the full MRRP or set their own retail price with a saving on the MRRP – just as is standard practice when dealing with customers in the showroom. This case study focuses on an Audi retailer who began to replicate their showroom pricing strategy onto their Auto Trader adverts.

Performance **before** offering a fair saving on the MRRP

When this retailer initially began advertising their brand new stock on Auto Trader, they advertised all of their stock at the full MRRP. Take this advert for an Audi Q8 as an example. For the first 9 days advertised, it appears in **7,675** searches, generates **517** ad views but **0** leads. On day 9, the retailer introduces a saving on the MRRP, just like they would expect to do with a customer in their showroom. Read on to find out how that affected their performance after their change in pricing strategy.

Ad views for the Audi Q8 before and after offering a saving on the MRRP

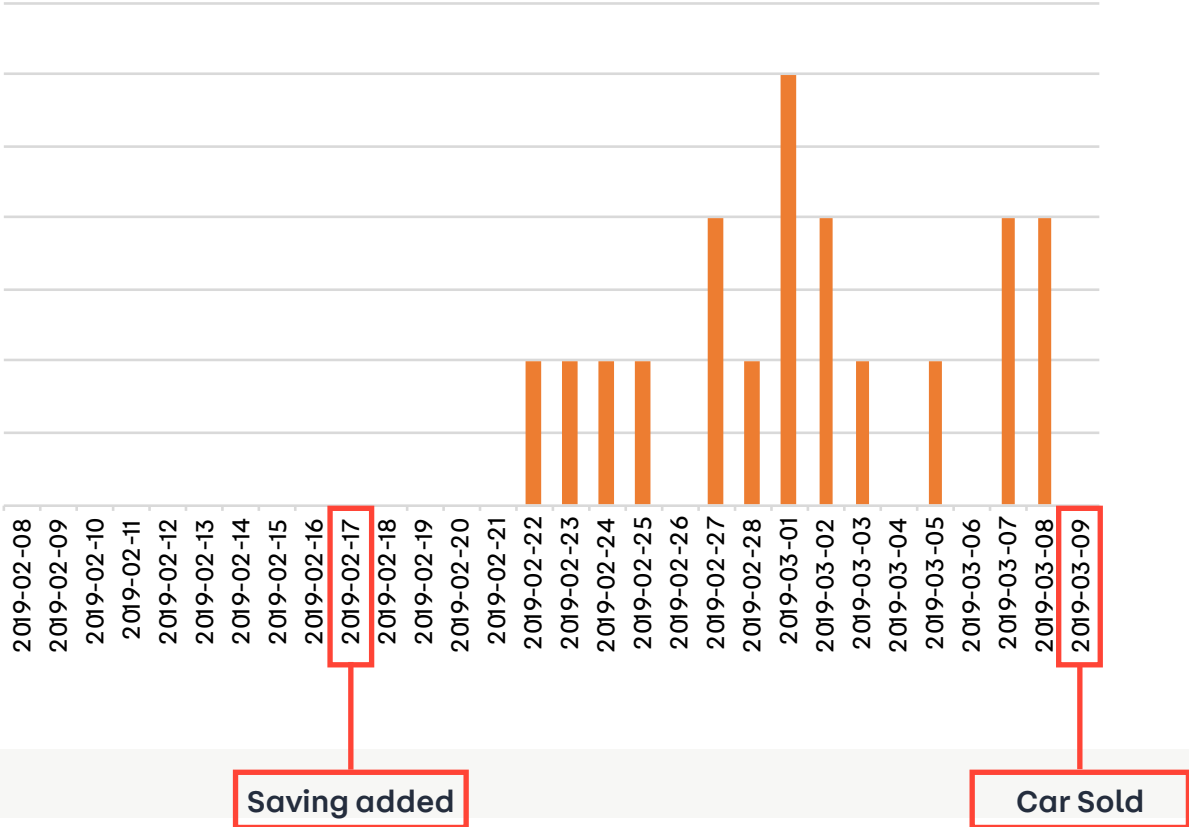


Performance **after** offering a fair saving on the MRRP

Volume of leads generated by this retailer for an Audi Q8 before vs after offering a saving on the MRRP

After 9 days, the retailer introduced a saving on the MRRP for the Audi Q8, advertising at a price they'd be happy to sell for in the showroom. This enabled the retailer to generate 19,969 search appearances (vs 7,675 before) 14,000 views of the Q8 (vs 517 before), 18 leads (vs 0 before) and successfully sold the car after just 20 days of advertising.

In addition to the Audi Q8 example, over just a 30 day period, the retailer generated a total of **838k search appearances**, **103k ad views** and **93 leads** split across just 27 vehicles.



The results

30 days
worth of
advertising¹

40
brand new
vehicles
advertised²

838k
search
appearances²

103k
ad views²

93
leads
generated²

#1
Audi retailer on
Auto Trader³

Summary

- Offering a fair saving on the MRRP contributed to this retailer becoming **the best performing site** within their group and the best performing Audi retailer on Auto Trader for brand new stock.
- Before changing their pricing strategy, the retailer generated small volumes of search appearances, ad views and leads.
- After changing their pricing strategy, the retailer significantly increased their search appearances, ad views and leads.
- They generated **93 leads** for their brand new stock in just 30 days.
- They now include a saving on **all 40** of their brand new vehicles advertised on Auto Trader.
- Due to displaying multiple images of their stock and offering a saving on the MRRP, their brand new stock also appears on Auto Trader's homepage and dedicated landing pages for brand new stock.

Take your brand new stock out of hiding today



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 3811442 or email newcar@autotrader.co.uk