



Advertising on Auto Trader

A best practice guide to creating
relevant, high-quality adverts

Based on the scientific analysis of 50 million visits a month to Auto Trader, we're sharing insight into what drives users' decisions to choose one of over 13,200 retailers.



In this guide, you'll find our advertising guidelines. These essential steps can help you to win more car buyers, more often, through Auto Trader.

At Auto Trader, we're constantly improving the buying experience for your potential customers. By making it as easy as possible for car buyers to find their perfect car, you'll benefit from better quality enquiries from car buyers who are more primed to buy. This can help you achieve a faster speed of sale and improved forecourt profitability.

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Your best practice checklist



Buy wisely

- Ensure you're buying stock with the best chance to sell quickly in your local area (used cars only).

Make your car the star

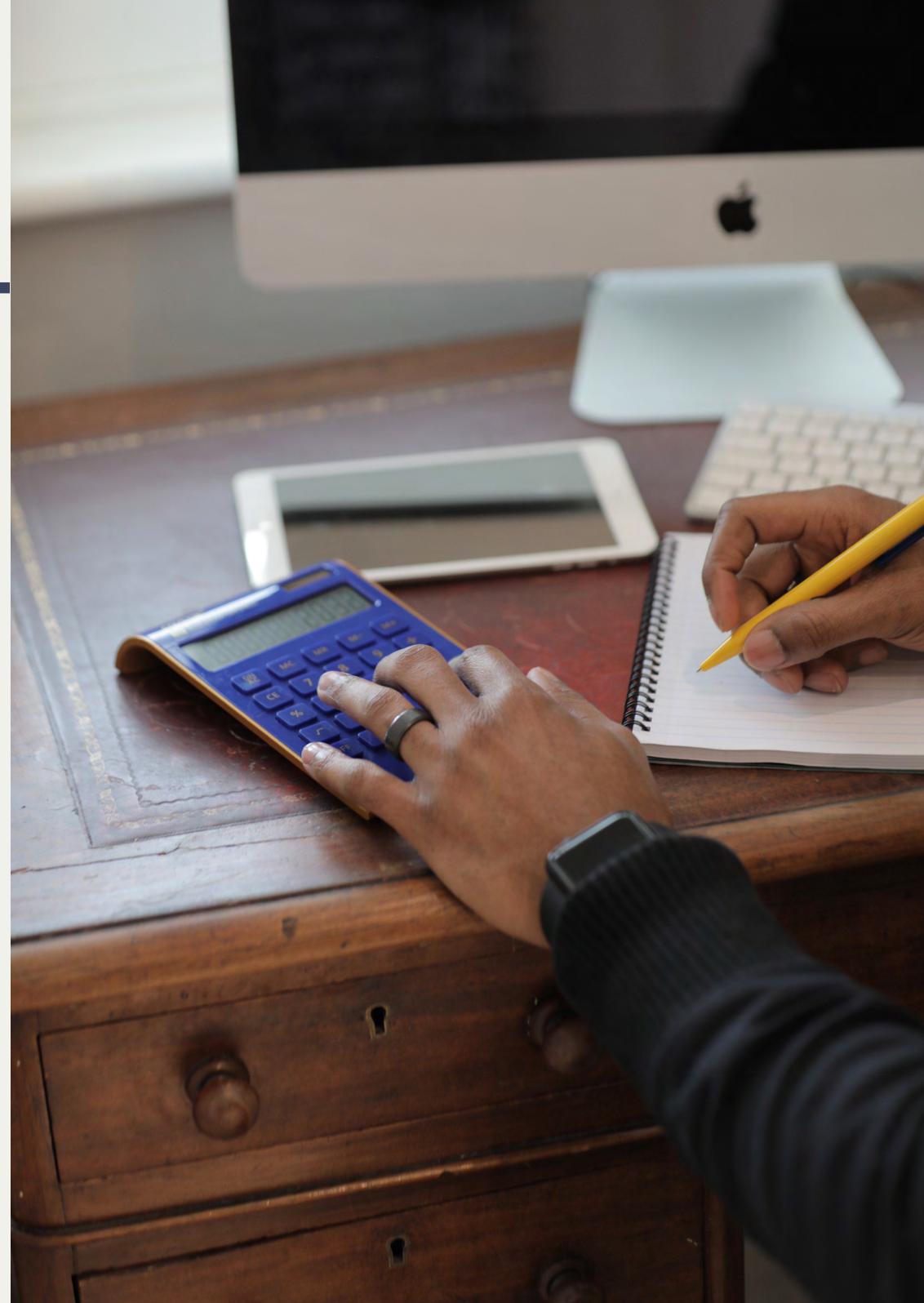
- Use high-quality images of your car and don't be afraid to add up to 100 images.
- Make sure you list all specification details for your car.
- Try to avoid overcrowding your car's images with your logos and business information – especially on the first picture.
- A video walkaround of your car can be particularly effective, and your customers love them.
- Use your Retail Description to stand out and tell a compelling story about your car.

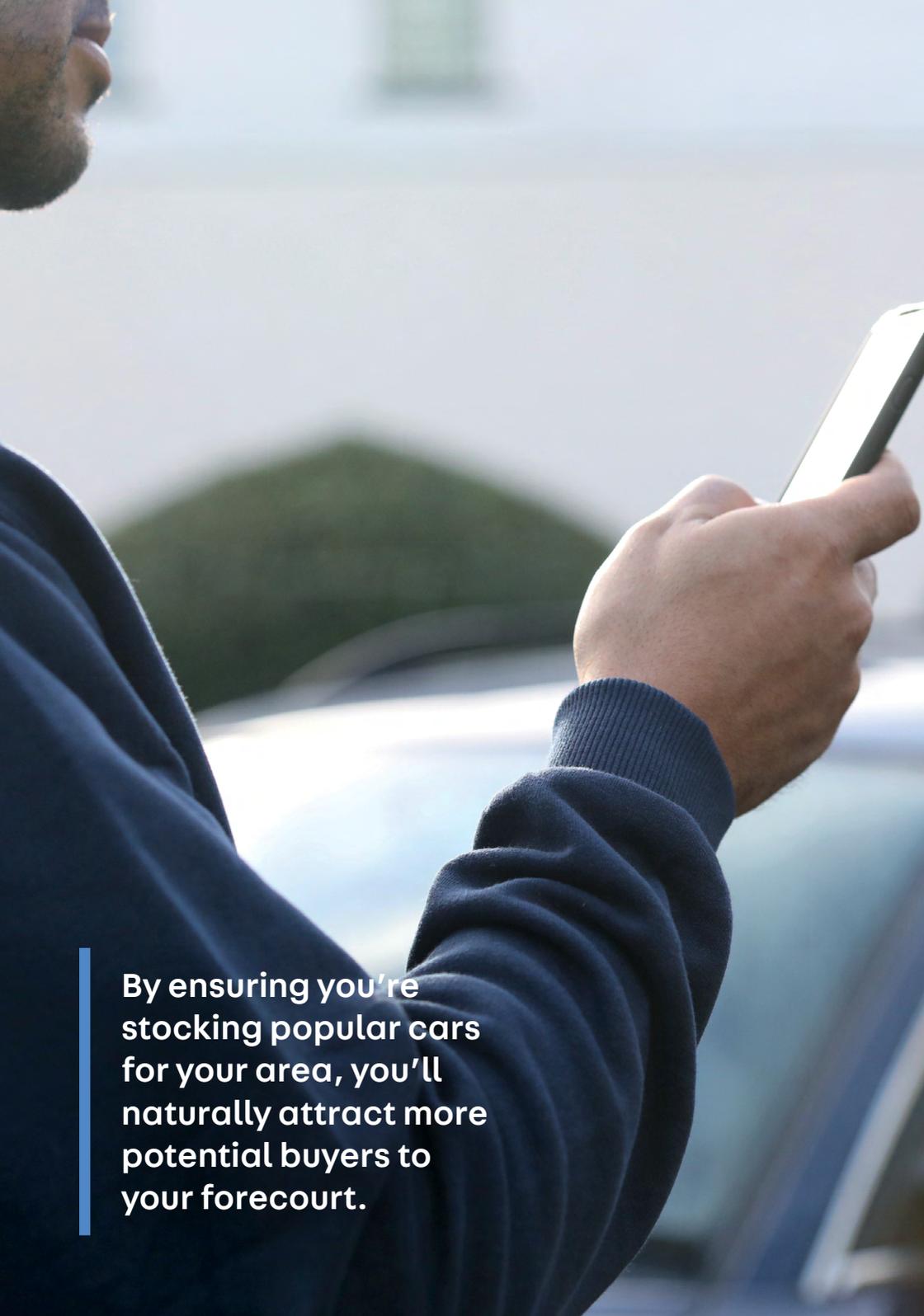
Price to market

- Advertise your cars at a fair market price from day one. This will ensure you sell your stock as quickly as possible with minimal discounting.

Let your buyers do the talking

- Keep your customers happy and ask for reviews.
- Reply to all your reviews, positive or negative. Even negative reviews can be a chance for you to set the record straight.





By ensuring you're stocking popular cars for your area, you'll naturally attract more potential buyers to your forecourt.

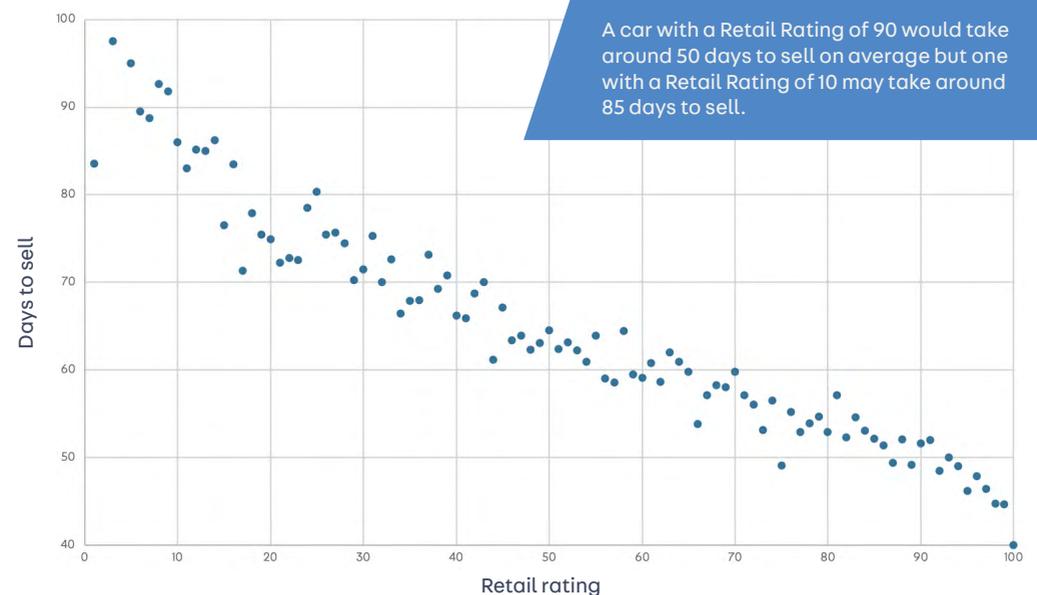
Buy wisely



Sourcing the right used cars for your forecourt

Sourcing the right cars for your forecourt location can have a huge impact on your speed of sale. By ensuring you're stocking popular cars for your area, you'll naturally attract more potential buyers to your forecourt.

Auto Trader has several data-driven solutions to help source the best stock for you. All these solutions include a Retail Rating – a simple number out of 100. This rating helps you understand which cars are likely to sell fastest on your forecourt. Cars with a high Retail Rating are likely to sell nearly twice as quickly as those with a low rating.



Make your car the star



Simple ways to improve your ad quality

The best adverts on Auto Trader simply showcase your car without any unnecessary distractions. Adding your branding, logos and other business information in your cars' images can seem like a logical way to boost your business. However, buyers will be more likely to browse your ads if they are good quality and focus solely on the car—especially on your first image.

Focus on quality and quantity of images. On Auto Trader, you can advertise up to 100 images. The average on Auto Trader is 22 images, but the top performing retailers generally include 55 or above. Quantity isn't everything though—the more high-quality images you have, the more likely potential buyers will engage with your ads.

If possible, try to include a vehicle-focused video. Buyers spend up to 60 seconds longer on adverts with video, and more time on your adverts, means less time on your competitors'.

Make sure you list all specification details for your car. Not only do your customers want to know these details, it also helps Auto Trader understand the true market price of your car with spec taken into account.

Ensure the car fills the image frame and your first image contains no logos or business information.

Avoid dark shadows or overly bright lighting.

No two cars are the same. Highlight the unique features of your car.

Buyers respond to stories, not lists. Maximise your character limit by telling a powerful story.

Always try to photograph your car against a neutral background, free from any distractions from the car.

Ensure your car is clean - inside and out.



Save & compare Print Report ad

Overview

Auto Trader rating ★★★★★ 2.9
[Read Auto Trader review](#)

Owner ratings (9) ★★★★★ 4.8
[Read owner reviews for VAUXHALL CORSA](#)

2016 (16 reg)	Hatchback	23,883 miles	1.4L
Manual	Petrol	5 doors	5 seats

Silver - Cloth interior with £545 extras. This lovely Vauxhall Corsa comes with cruise control to handle the open road, Bluetooth and DAB radio to keep you chatting and singing making the miles just fly by, and low emissions meaning your road tax will only be £30 per year. Here at CarShop every one... [View more](#)

Using powerful adjectives help your cars stand out and create an emotional connection with potential buyers.

Communicating your knowledge and care for the car establishes trust with buyers and helps you stand out from the crowd.

Price to market



Pricing cars at market value for optimum speed of sale

You don't have to be the cheapest to appear high up in search. Instead, focus on pricing your car at the market value that you'd be happy to sell it for. Most buyers hate haggling, so you're more likely to achieve a higher sale price by pricing the car at the market value from day one.

Our data proves that overpricing to try and make a higher margin increases the number of days to sell. These highly priced cars are often heavily discounted later to make a quick sale.

By using Auto Trader's 'Price Position', you can aim to be in the pricing sweet spot from day one. Cars selling quickest on Auto Trader are priced at 99%-100% of the current specification adjusted market value. It isn't all about being the cheapest, it's about having the right car with an amazing advert at a fair price.

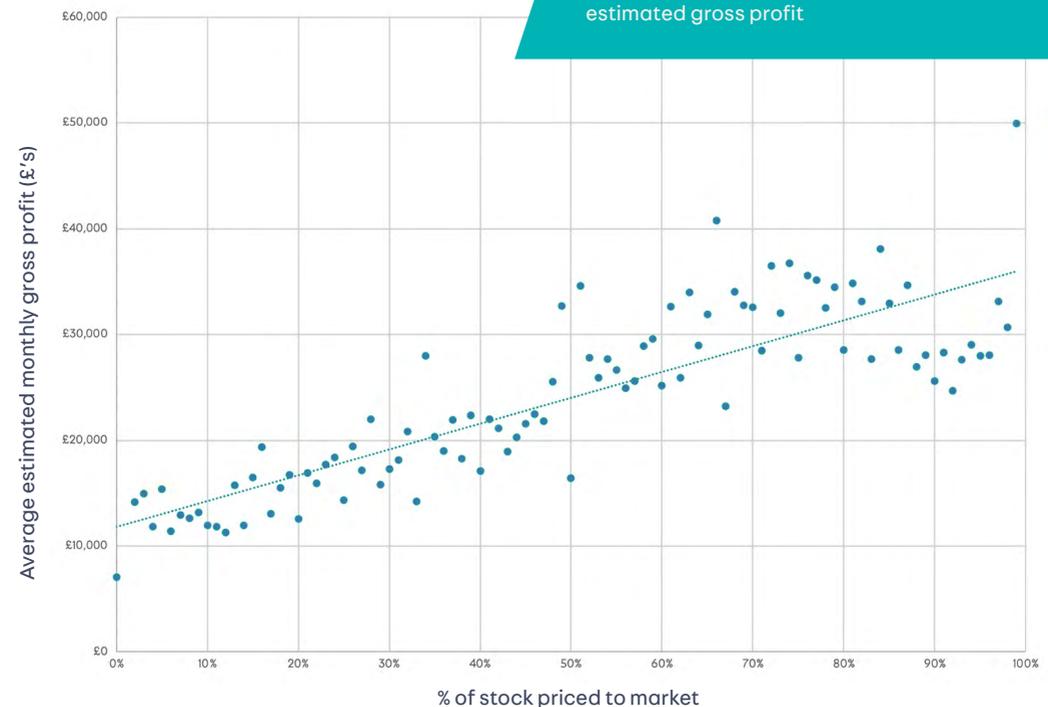
If available, advertise your monthly finance options. It makes life easier for your buyers if they can find your monthly payment deals on a trusted online platform. In fact, buyers rate transparent pricing as the most important factor when choosing which retailer to purchase from¹, making it essential to provide them with this information online as early as possible.

If you're advertising brand new cars, a saving on the MRRP of just £250 could dramatically improve your adverts' performance.

1. Auto Trader Car Buyers' Report 2019



On average, retailers that consistently price to market generate higher estimated gross profit



All Autotrader Retailers advertising from 1st January to 31st December 2018 with pricing data available. Retailer volume = 12,089

Let your buyers do the talking



Use reviews to build trust in your business

The more reviews you have, the faster you are likely to sell your cars. Car buyers often see reviews as an independent verification of the things you say in your adverts and on your website.

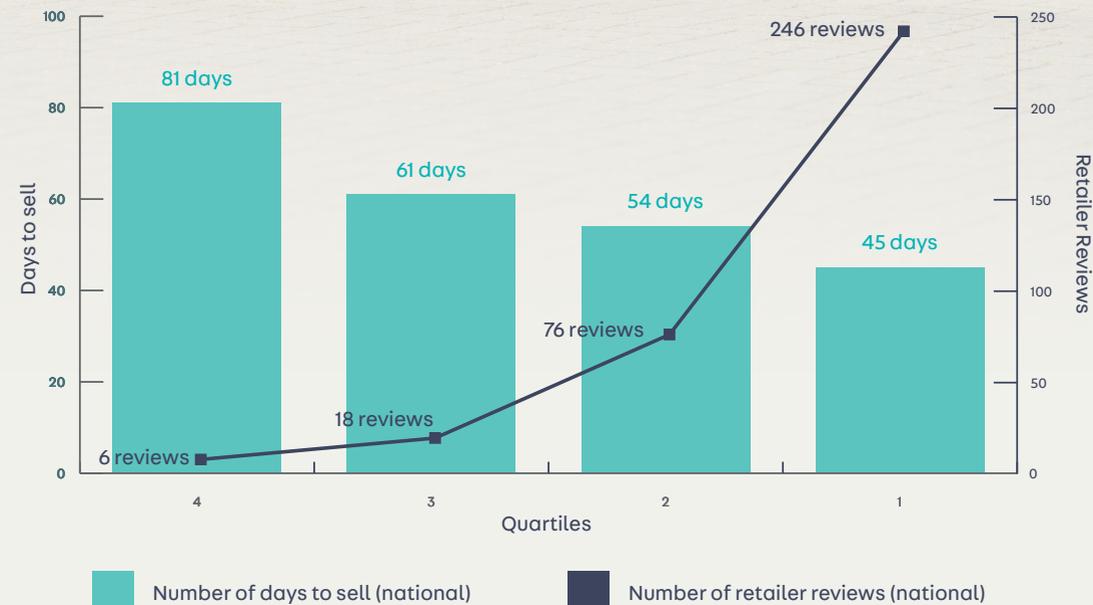
Make sure every customer gets the opportunity to tell your future customers just how good a job you did for them. A simple call 48 hours after collection to check in with the buyer is a great opportunity to learn about what went well and what could have been improved. It's also the perfect chance to request an Auto Trader review.

Remember, whilst you can always do a great job initially, sometimes cars go wrong, potentially leading to the customer blaming you. This can cause them to leave an emotional negative review.

It's not all bad though—negative reviews can be extremely powerful for your business. A negative review can be your chance to talk about what you did to put it right or even just set the record straight. Make sure you respond to all your reviews, both positive and negative, in a considered and friendly manner.



We see a correlation between retailers in the top quartile who average 246 reviews and take an average 45 days to sell, compared to retailers in the bottom quartile who average only 6 reviews and typically take 81 days to sell.





Take the next step...



Now we've covered the basics, why not take the next step by making the most of the free education opportunities we have to offer:

Masterclasses

Hosted regularly in locations around the country, masterclasses teach you how to use data and insight to help you make the most out of Auto Trader. We see that retailers who attend a masterclass earn more profit as a result.

Webinars

Online and easy, Auto Trader webinars are a great way to keep up to speed with the latest industry insights. Even if you miss a webinar, you can always catch up on demand.

Expert Account Manager

Our Account Managers are experts in helping retailers to maximise their response on Auto Trader. Get in touch for bespoke one-to-one guidance.

To sign up to a masterclass or webinar, head to trade.autotrader.co.uk/events



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