



Together, we do more



# Ultimate guide to Auto Trader metrics





# Auto Trader metrics

With an abundance of tools to help you analyse your market, improve advert performance and enhance your success, it's important to understand how each of our metrics work.

Whether it's sourcing, pricing or advertising, we've put together a comprehensive guide on how to use these tools, in combination, to drive maximum performance, across your forecourt.





# Know your market

It all starts with having an in-depth understanding of market dynamics, to give you confidence in your decision making.

## Metrics to help inform your decision

### MARKET HEALTH

A measure which combines all of our market data to instantly calculate a score based on the supply and demand dynamics, in comparison to the previous year.



## Tools we've got to help you source the right stock

### MARKET INSIGHT

Market Insight gives you a bird's eye view of the market. You can explore the Market Health (supply and demand) of any vehicles, brands and fuel types, with the option to filter nationally or locally. Ideal for researching the market and when sourcing vehicles.

[Explore Market Insight](#) ►

### MONTHLY MARKET INTELLIGENCE REPORT

A monthly report with the latest insight from our new and used car marketplace. Gives you a clear indication of how the market is performing compared to previous months and years.

[Read latest report](#) ►



# Right car, right price

The next challenge is finding the right cars for your forecourt, paying the right price to acquire them and pricing them to market.

## Metrics to help inform your decisions

### RETAIL RATING

A score calculated out of 100, to show how popular the vehicle is, in the current market. The higher the **Retail Rating**, the quicker we expect you'll be able to sell the vehicle.

**Auto Trader insight**

Retail Valuation £17,482 <span style="color: green;">✔</span> Spec: £21 above average	Part-Ex Valuation £14,430
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### RETAIL VALUATION

A real-time view of what a vehicle is worth, in the retail market. Calculated from advertised retail prices of similar vehicles available for sale, on our platform, over the last 28 days.

### PRICE POSITION

This shows the position of your planned retail price (including admin fees) relative to the vehicle's market value, 100% price position being the **AT Retail Valuation**. If your price is below 100%, then it's priced below the market value, and if it's over 100%, then it's above the market value.

**Calculate purchase price**  
Work out the most you should pay to maximise profit by entering the retail price you think you can achieve minus your margin and costs.

Retail price	Price Position	Margin	Costs	<b>Max you should pay</b>
£ 4681 <span style="color: green; font-weight: bold;">Good price</span>	100	%	£ 750	£ 3681

Priced to Retail Valuation

## Tools we've got to help you source the right stock

### RETAIL CHECK

When you're sourcing stock, **Retail Check** shows you the real-time **Retail Valuation**, **Part-Ex Valuation** and **Retail Rating** for that specific vehicle. Knowing what buyers are willing to pay and how popular the vehicle is, in the current market, means you can be confident when purchasing stock.

### VEHICLE CHECK

Source with confidence with unlimited five-point **Vehicle Checks**, included in your package.



# Advertising your stock

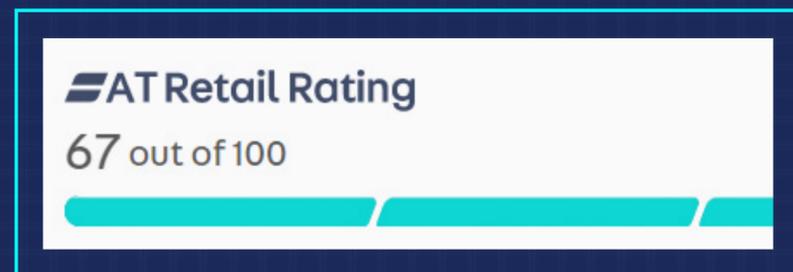
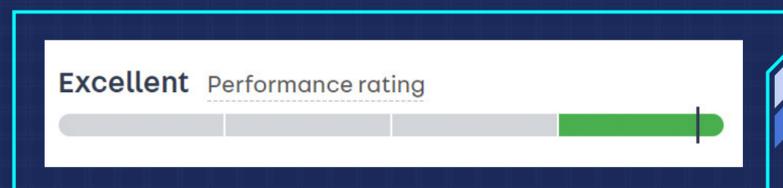
Now you'll want to get as many eyes on the vehicle as possible. Following our advertising best practice should always be your first priority, here. Once you're delivering excellent best practice, here's how to measure how effective your advertising is, versus the rest of the market.

## Metrics to help inform your decisions

### PERFORMANCE RATING

(Measures the advert)

A measure of how your adverts are performing on Auto Trader, versus the expected level of response. Ranked on a scale of 'Low', 'Below average', 'Above average' and 'Excellent'.



### RETAIL RATING

(Measures the vehicle)

A score calculated out of 100 to show how popular the vehicle is in the current market. The higher the Retail Rating, the quicker we expect you'll be able to sell the vehicle.

### ADVERT VIEWS

The number of times your advert has been viewed.

### SEARCH APPEARANCES

The number of searches your vehicle has appeared in.

## Tools we've got to measure your advert quality

### VEHICLE INSIGHT

All key vehicle-level metrics in one place. See how each of your vehicles are performing at a glance, including Performance Rating, Response metrics, Retail Rating and Market Health.

[Explore Vehicle Insight](#) ►

### ANALYTICS DASHBOARD

Get a bird's eye view of how all your adverts are performing. View your Performance Rating, Advert completeness, Price indicator and Response metrics at a forecourt-level, all in one handy dashboard.



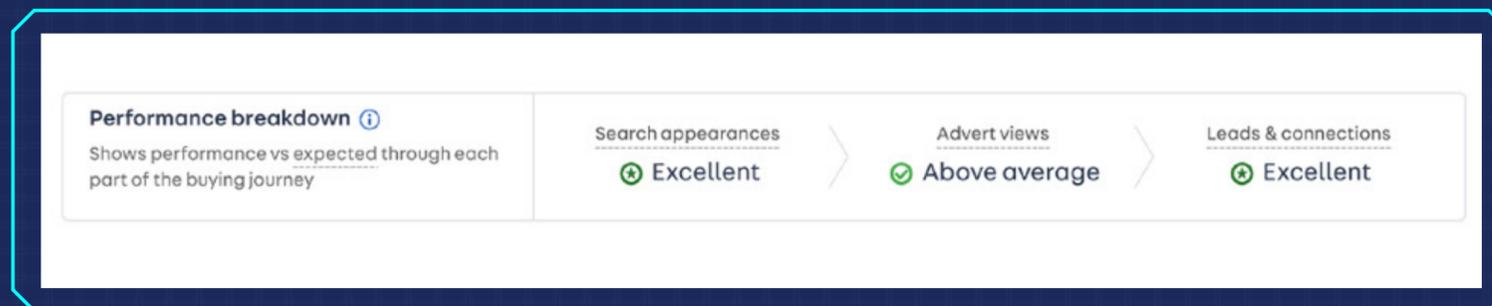
# Turning browsers into buyers

Once you've enticed potential buyers to view your advert, now is the important part of turning them from a browser into a buyer. Once again, making your adverts engaging, informative and transparent is the key, here.

## Metrics to help inform your decisions

### RESPONSE METRICS

When buyers engage with your adverts, these are logged as 'leads and connections'. These, coupled with **Performance Rating**, are a good indicator of how well your advert is performing.



### PERFORMANCE RATING

Your expected response for search appearances, advert views, leads & connections rated on a scale from 'Low' 'Below average' 'Above average' to 'Excellent'.

## Tools we've got to monitor your advert conversion

### LEADS DASHBOARD

View all your live leads in one dashboard. Sort by unread first, or by date, to measure the response to your adverts and convert your leads.

### VEHICLE INSIGHT

All key vehicle-level metrics in one place. See how each of your vehicles are performing at a glance, including **Performance Rating**, **Response metrics**, **Retail Rating** and **Market Health**.

[Explore Vehicle Insight](#) ▶

# 15-minute focus finder



The competition is fierce out there, and you want to find any edge you can. But in the busy, constantly changing automotive market, it's hard to find time to step back and look for ways to improve your performance.

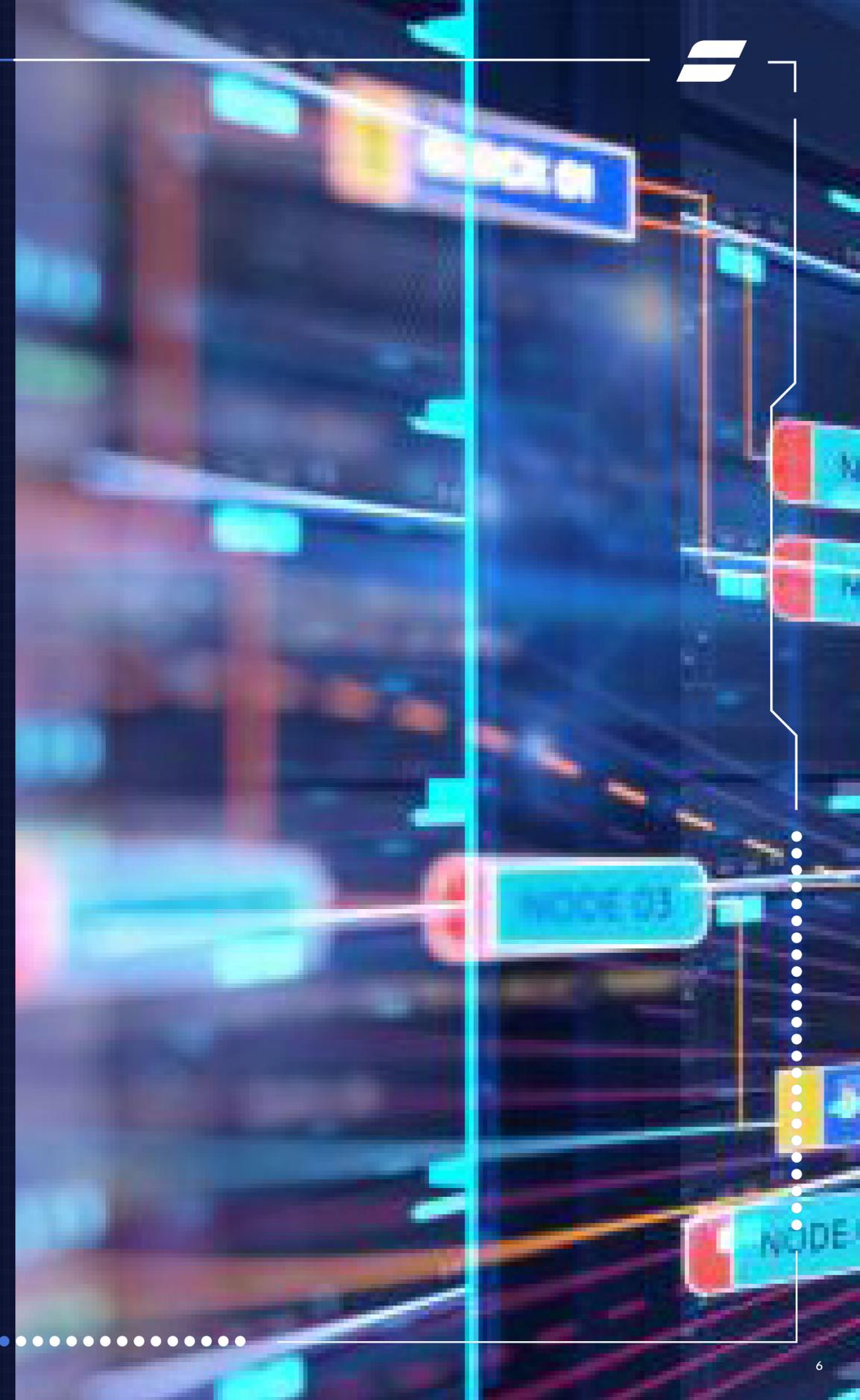
Are you missing out on your share of sales? Are you pricing your stock too high or too low? How does your stock turn rate stack up?

What if we told you that in as little as fifteen minutes, we can help you decide exactly where to focus your energy to drive real business results?

In your free 15-minute focus finder consultation, your account manager will share unique insight into your 'competitive set' - the retailers fighting for the same sales as you - how your own performance compares, and where you can find opportunities to improve.

Then, with a clear goal in mind, we'll work with you to make a plan of action, and review its success. Retailers who use the focus-finder process typically see a **6% uplift in performance in just 90 days**. A step change in performance. And all it takes to get started, is fifteen minutes of your time.

[Let's Talk](#) ►





Together, we do more

