



BEST PRICE NOW



Automotive Case Study | Washington Toyota Dealership

PROBLEM:

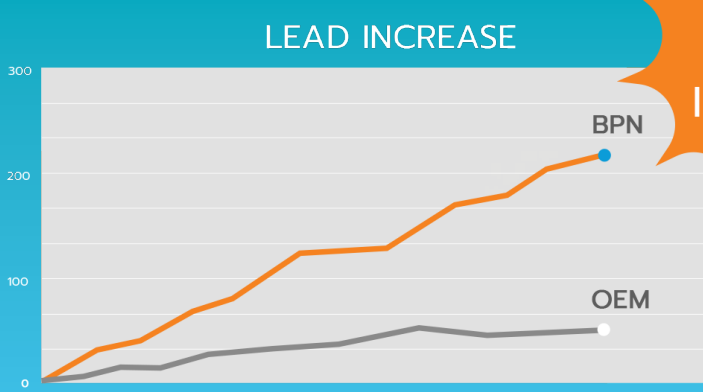
A Toyota dealership with a large marketing budget failed to drive the hot leads they needed. They used a standard book value trade-in tool on their website with little success—they received few leads and had stagnant conversion rates.

SOLUTION:

They implemented Best Price Now to extract the most value from their marketing spend. The dealership placed call-to-action buttons on the VDPs for each vehicle, in the inventory search results, and added a callout on their homepage to highlight the tool.

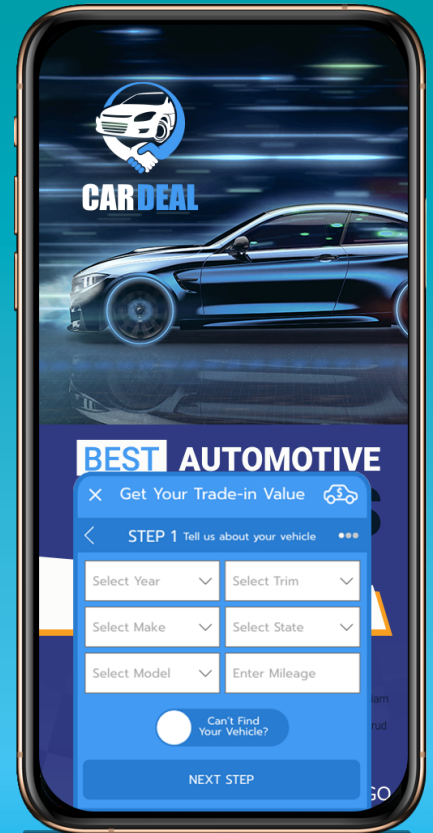


THE RESULTS:



398%
Lead Increase!

281% Lead Increase on Average



MORE LEADS, TEST DRIVES, AND SALES

- **BOOST LEADS**
Deliver a seamless trade-in evaluation to your customers and capture more leads.
- **SET YOUR VALUE**
Use the trade-in multiplier to offer a custom trade-in price range that works for your dealership.
- **CLOSE DEALS**
Instantly engage hot leads with personalized messages and offers.

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WANT TO LEARN MORE?

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