

# A Winning Approach

Digital Presence –  
Fueling Dealership Sales



**Britehouse**  
A DIVISION OF DIMENSION DATA

**budget**  
insurance

**Cars.co.za**

**Lightstone**



**sewells**  
group

**msx**  
INTERNATIONAL

**WesBank**

# Cars.co.za

## Jason Berriman

Head of Dealership Sales



DEALER  
PERFORMANCE  
PROGRAMME

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**88%** of Car buyers are  
digitally influenced.



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**53%**

**LOCATE DEALERS ONLINE AND  
THEN VISIT THE  
DEALERSHIP DIRECTLY.**



**23%**

**WANT TO SUBMIT  
A LEAD AND BE  
CONTACTED BY THE  
DEALER.**



**24%**

**WANT TO PHONE THE  
DEALER DIRECTLY.**

**20%**

**WANT TO BE  
CONTACTED WITHIN  
2 HOURS.**

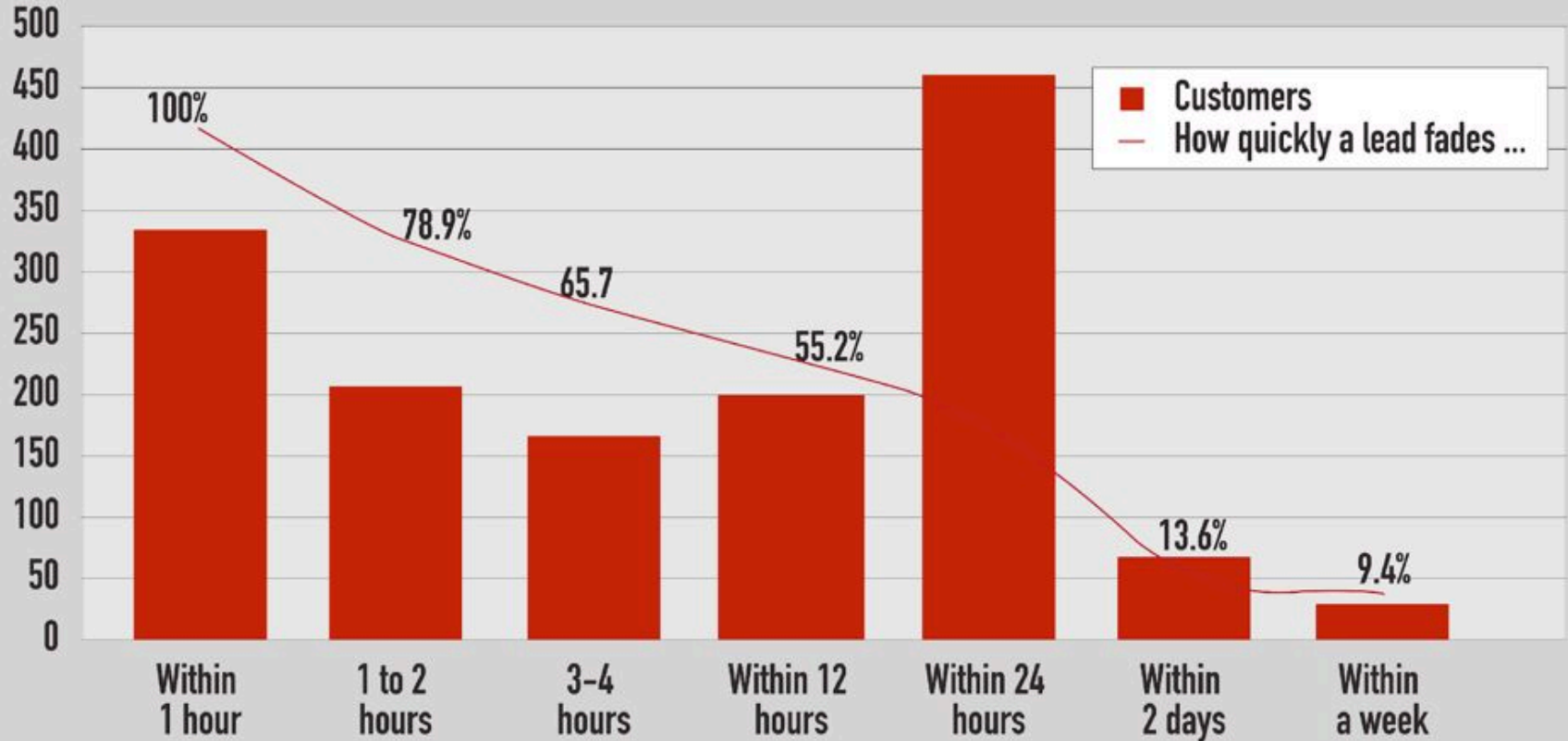


**50%**

**WANT TO BE  
CONTACTED WITHIN  
12 HOURS.**



# Focus



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**90.7%**

**RATE BRAND REPUTATION AS A  
KEY FACTOR WHEN  
DECIDING BETWEEN DEALERS  
WITH IDENTICAL CARS.**

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**31.6%**

**WOULD CONSIDER  
BUYING A CAR  
COMPLETELY ONLINE.**

# The Digital Funnel (USED CAR BROWSERS)

47%  
Sighted

3073

AVERAGE IMPRESSIONS  
PER DEALER

29800

PAGE IMPRESSIONS (CLICKS)  
(56%)

154

LEAD REQUESTS  
101 DIGITAL / 53 CALLS (0.54%)

12/18

LOW / HIGH DEALS CLOSED  
(8-12%)

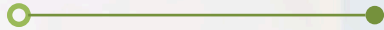
# Many offline buyers find the dealers contact details online.

51%



FOUND DEALER THROUGH A SEARCH ENGINE.

33%



FOUND DEALER THROUGH ONLINE MARKETING PLATFORM

29%



FOUND DEALER THROUGH THE OEM'S WEBSITE

53%  
Untracked

# Major online factors



Online

73%

research online



Mobile\*

60%

research on their smartphone\*



Video

49%

watch online video

\*

# Consumer Loyalty

Many buyers don't have a strong relationship with their dealer.

\*

66%

Bought from a dealer with whom they had no prior relationship or familiarity



Remember that the sale is still closed at the dealership. Evaluate how you are making the consumer comfortable in that key moment.

# Data usage and availability

“The world is now awash in data  
and we can see consumers  
in a lot clearer ways.”

Max Levchin - PayPal co-founder.