



USING ACCU-TRADE'S INSTANT OFFER, A TOYOTA DEALERSHIP SAW ITS LEADS SOAR

THE SITUATION

A Toyota dealership had over four thousand people visit its website each month, but only a small number (0.6%) completed the trade-in form on the site and became viable sales leads. The dealership knew that their web site was a key part of their business, and they wanted to know how to successfully convert more visitors into leads. That's when they turned to Accu-Trade.

THE SOLUTION

The dealership added Accu-Trade's Instant Offer "Value My Trade" form to their site, which gave site visitors an accurate value of their trade-in. The dealership went from 16 trade-in leads to 91 in a one month span. Over 30% of their new car buyers were converted by Accu-Trade's Instant Offer trade-in form, making Instant Offer the top lead generator for the dealership.

SELL MORE CARS WITH ACCU-TRADE

With Accu-Trade, your dealership acquires quality used inventory and engages with buyers early in the purchasing cycle. You'll sell more new cars by offering your customers a superior trade-in experience.

THE RESULTS

16 → 91

INSTANT OFFER NEW CAR LEADS

800%

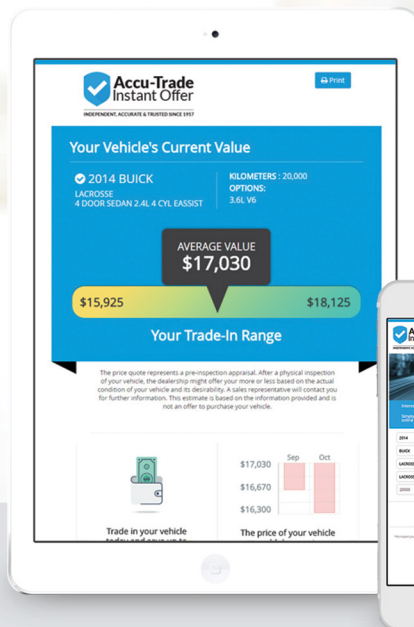
INCREASE IN TRADE-IN LEADS

Try Accu-Trade Free For 30 Days and All The Leads Are Yours!

Get Exclusive Leads For Your Dealership Free For 30 Days.

Email Logan Keirstead at logan@accu-trade.ca





ONLY
\$399
MONTH

Dealer Success Stories

SOUTH TRAIL CHRYSLER

4 → 29

INSTANT OFFER TRADE-IN LEADS

700%

INCREASE IN TRADE-IN LEADS

“Accu-Trade is the highest performing form on our website with a completion rate of 52%. It’s hands down the best way for us to capture Trade-in leads.”

Chad Jackson

WESTERN GMC

10 → 84

INSTANT OFFER TRADE-IN LEADS

800%

INCREASE IN TRADE-IN LEADS

Western GMC
BUICK

“Instant Offer works great! Helps our dealership target and engage online shoppers directly from our website.”

Dean Jacobs

CITY Honda

CITY HONDA

10 → 143

INSTANT OFFER TRADE-IN LEADS

1000%

INCREASE IN TRADE-IN LEADS

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