



Western GMC
BUICK
Wolfe Automotive Group Alberta

Using Accu-Trade, Western GMC Increased Their Leads By 800%

The Situation

Western GMC Buick, of Alberta's Wolfe Automotive Group, is a thriving, experienced dealership in Edmonton that was looking to increase their trade-in leads. Internet Marketing Manager Chad Jackson knew that there was an opportunity to engage more buyers, but he couldn't find the right interactive website tool. Chad wanted to engage the 70% of car buyers with a trade-in, and thought customers would like getting a value for their trade on Western GMC Buick's website. That's when he decided to give Accu-Trade a shot. There was no risk involved — Instant Offer was free for 30 days. With a single line of code, he installed Accu-Trade's Instant Offer on Western GMC Buick's website.

The Solution

Accu-Trade's Instant Offer "Value My Trade" tool changed everything. Customers loved being able to receive an accurate and immediate trade-in value online, and Western GMC Buick's trade-in leads went from 10 the month before trying Accu-Trade to 84 the following month! Within a month, Chad rolled out Accu-Trade at the Wolfe Automotive Group's other locations, GSL GM City and Edmonton Motors, with similar success. Over half of all visitors that began filling out the Instant Offer form completed it, making it the highest-performing form on Western GMC Buick's website. With Instant Offer on their website, Accu-Trade quickly became Western GMC Buick's top lead-generating partner.

Increase Leads and Sales With Accu-Trade

Dealers get a better conversion rate and happier customers. Customers get a simpler and more precise trade-in experience. Engaging customers early in the sales process means that you'll sell more cars.

Let's work together to engage customers, win leads and make sales!

THE RESULTS

10 → 84

INSTANT OFFER NEW CAR LEADS

800%

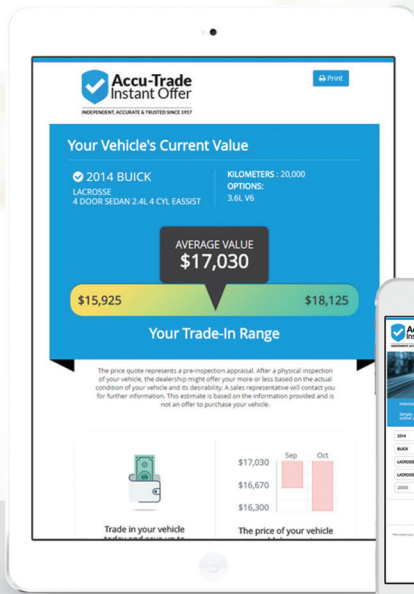
INCREASE IN TRADE-IN LEADS

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

EDMONTON MOTORS

5 → 43 INSTANT OFFER TRADE-IN LEADS **700%** INCREASE IN TRADE-IN LEADS

WESTERN GMC

10 → 84 INSTANT OFFER TRADE-IN LEADS **800%** INCREASE IN TRADE-IN LEADS

CITY HONDA

10 → 143 INSTANT OFFER TRADE-IN LEADS **1000%** 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
BUICK

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

Dean Jacobs

CITY Honda

Dealers Using Accu-Trade



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Get Exclusive Leads For Your Dealership Free For 30 Days.

Email Logan Keirstead at logan@accu-trade.ca

