

On-The-Lot Trend Report

Lot Insights, Non-Luxury
April 2017

With 43% of car shoppers not contacting a dealership before showing up on-the-lot, mobile walk-in shoppers are quickly becoming the new normal.¹ And, these walk-in shoppers are valuable -- two-thirds of them make a purchase within 72 hours of their on-the-lot visit and 40 percent buy within the same day.¹ Read on to understand your next most valuable customer – the one that's **on your lot**.

Top 5 Lot Visits By Make

Chevrolet	20.30%
Ford	20.04%
Chrysler	19.93%
Jeep	19.90%
Toyota	19.83%

11,154 Total Lot Visits²

11,011 Total Lot Visits²

10,952 Total Lot Visits²

10,933 Total Lot Visits²

11,896 Total Lot Visits²

The top five visited lots by make in April indicates that there is little difference between the *quantity* of lot traffic. Dealers should differentiate by focusing on delivering a *quality* customer experience to turn on-the-lot shoppers into customers.

Cross-Shopping Opportunities

In an always-on world, mobile consumers are researching vehicles and dealerships while on-the-lot. In fact, 41% of smartphone users read reviews while cross-shopping on the lot.⁴ To win, make sure you're providing quality content to engage consumers when and where it matters – on your lot.

Cross-Shopping Actions

Shoppers who perform these cross-shopping actions are 'x' times more likely to visit that dealership.³

Save Photo	2.8x
Save Dealer	1.9x
Review VDP's	1.5x
Share Via Email	1.4x
Check Availability	1.2x

Before-the-Lot-Indicators

With nearly half of consumers not submitting a traditional lead before visiting a dealership, it's time to start looking beyond traditional leads toward leading indicators of a lot visit.¹

Mobile Browser*

Driving Directions	9.2x
Favorites	4.2x
Email Lead	2.8x

Cars.com Apps*

Driving Directions	2.0x
Phone Lead	2.0x
Dealer Map View	1.5x

*Shoppers who perform these cross-shopping actions are 'x' times more likely to visit that dealership.³

Contact your Cars.com representative today to learn more about leveraging these insights.

[1] Walk-In Shopper Survey. Cars.com, February 2017. (Toluna and Vision Critical Captures).

[2] National Lot Insights Reporting. Cars.com Tableau Data. May 2017.

[3] Behavioral Analytics on Mobile. Cars.com Data. June 2016.

[4] Mobile Influence on Car Shopping. Cars.com White Paper, January 2017.