

WINNING WITH CPO



CERTIFIED SHOPPER INSIGHTS

Engaging with shoppers who've decided on a brand, **but not a dealership.**

CPO shoppers are highly motivated to buy, and they know what they want – to a point. We looked at six months of CPO sales data from one luxury brand. Here's how their Cars.com audience performed:

11,124
CPO EMAILS

2,961
of whom purchased a
vehicle from that brand...

BUT ONLY 961
purchasing from the
dealer to whom they
submitted an email.

WHAT DOES THIS MEAN?

CPO shoppers have decided on a brand – **but not where they want to buy.**

A CPO listings package with Cars.com allows your entire CPO inventory to stay in front of these shoppers until they're ready to make a purchase. Once they've selected your brand, helping them find the right dealership **helps to close the sale faster.**

27% of Cars.com shoppers who submitted a lead bought from a dealership selling the same brand, closing in an average of

19 DAYS.

32% of these purchasers bought from the exact dealership they e-mailed, closing in an average of

11 DAYS.

Shoppers who bought from a dealer they emailed closed faster by

8 DAYS.

Cars.com's CPO solutions help you keep your inventory front and center for shoppers who know what they want, and then encourage them to select your dealership. Put your CPO inventory to work on Cars.com, and drive more shoppers to your lot – **faster.**

Contact your Cars.com sales representative today for more information!

Source: Luxury Brand CRM Data, June-November 2016