



How Autotrader is Helping CMI Toyota Cheltenham Attract Qualified Leads & Increase Customer Walk-Ins

CASE STUDY



“Leads from Autotrader are from buyers that are less likely to offer thousands less than our asking price. Plus, they’re more ready to buy, know who they’re dealing with, and know where we are.”

REGAN ANDERSON,
GENERAL MANAGER, CMI TOYOTA CHELTENHAM

Client

CMI Toyota Cheltenham

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Australia

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CMI Toyota offers new and used vehicle sales, service, and genuine Toyota parts and accessories. Its excellent customer service and competitive pricing have made it an award-winning dealership and one of South Australia's favourite Toyota dealers.

Regan Anderson is the General Manager at CMI Toyota Cheltenham.

Challenges

ATTRACTING CUSTOMERS & DECREASING COST PER LEAD

Running a profitable dealership in Australia can be a challenge. Advertising on online platforms can provide high lead volumes which may lead to some sales, but it can also deliver a lot of soft leads.

Regan knew that fielding a lot of questions like “where are you located” and “what time are you open” take up time and ultimately erode dealers’ profitability. So he decided to start listing CMI Toyota Cheltenham’s used vehicles on Autotrader.

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“When people find us through Autotrader, they usually already know details about our vehicles and our dealership, resulting in more high-level enquiries.”

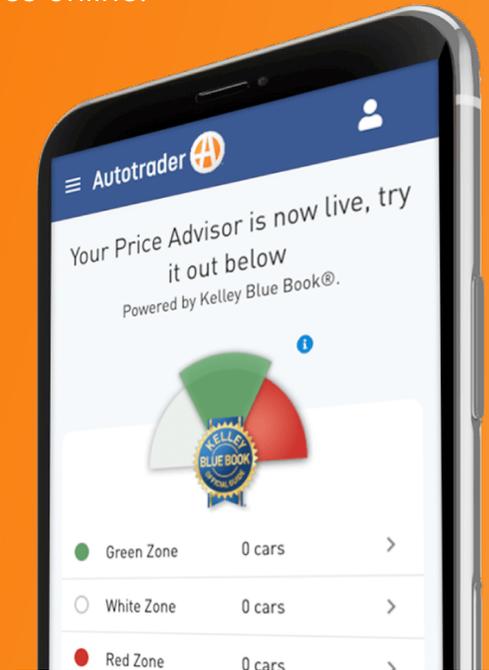
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Solution

A MORE TRANSPARENT ONLINE AUTO MARKETPLACE

Autotrader takes a different approach to selling used vehicles online:

- 1 They list a whole lot of information on the dealership, including photos, videos, address, maps, open times, and a range of contact methods.
- 2 Dealer photos and Google ratings let consumers see who they're buying from and feel comfortable taking the next step to contact the dealer.
- 3 The Kelley Blue Book Price Advisor helps manage consumer expectations around price.



Regan gets all of these benefits and more. As a platinum package subscriber, he has exclusive access to all banner ads on his pages, a finance calculator, and priority dealer search.



“You’re crazy not to list your used vehicles on Autotrader. When you consider the level of service, the initiatives they bring to the market, the size of their audience, the way they conduct their organization, and their fair pricing, it’s honestly a no-brainer.”



Results

MORE WALK-INS THAN EVER BEFORE

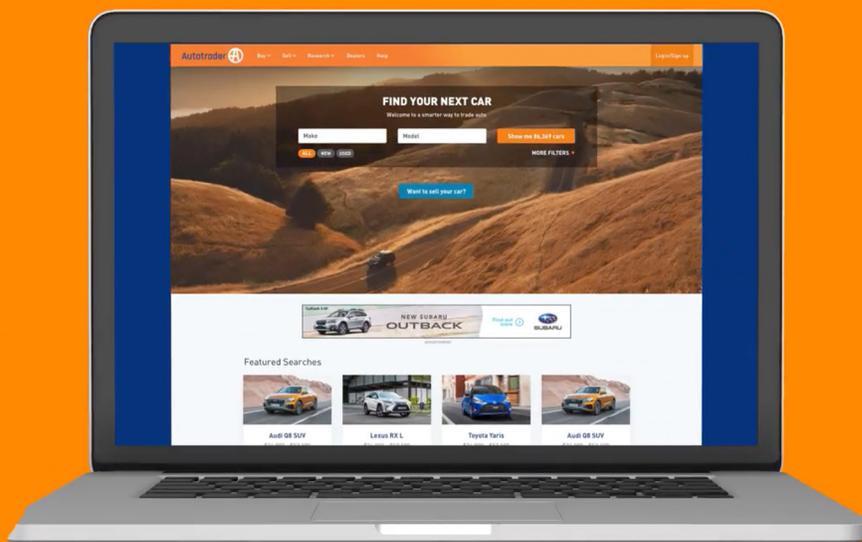
While Regan requested anonymity for the number of vehicles actually sold, he was willing to share that “walk-ins are at their highest level ever.” He attributes this increase in part to the high-quality leads which find him through Autotrader.

He also says that consumers who find CMI Toyota Cheltenham through Autotrader are usually more qualified, and bring a “high level of inquiry” to the table when they want to buy a used vehicle.

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“While we love all the enquiries we get through Autotrader, the real value is that it lists our location and encourages walk-ins. Walk-ins are at their highest level ever and with 70% of our walk-in customers test driving vehicles, our closing ratio has increased.”

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Our smart & friendly team are here to help.

To talk about how we can work together, contact the Account Manager for your state, or our Customer Service team on 1300 662 133 or services@autotrader.com.au.



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