

How to Succeed with CarGurus Area Boost

140%

As buyers increasingly conduct research and make purchases online, digital retail is key to succeeding in today's tech-driven automotive industry. Buyers are searching on CarGurus to find the best deals for their next car—**for you, it's just a matter of reaching them with the right stock.**



Get Started on CarGurus Area Boost

- Identify your shipping costs and capacity, especially if you partner with a vendor for shipping logistics
- Decide how you want to reach buyers with CarGurus Area Boost
 - ➔ Choose your delivery radius
 - ➔ Determine if and how much to charge buyers for delivery
 - ➔ Identify stock to list for delivery—you can exclude vehicles below a certain price from the program
- Write out a return policy that includes a 14-day return option for vehicles that don't match their description



Maximise Your Success

- Regularly ensure your vehicle descriptions, trim, and options are accurate
- Price your inventory with a good distribution of great, good, and fair deals
- Provide the right customer experience
 - ➔ Respond to enquiries quickly to build trust
 - ➔ Explain what the online purchase process consists of for your buyer
 - ➔ Video chat with the buyer to showcase the good and the bad of your vehicles
 - ➔ Review the description, trim, and options listed on CarGurus for the vehicles that the buyer is interested in
- Review metrics such as:
 - ➔ The number of vehicles you've shipped
 - ➔ The amount of VDP views and leads from CarGurus Area Boost listings—find this in your Dealer Dashboard!
 - ➔ The walk-in traffic from buyers who traveled further distances to your dealership

A delivery vehicle may require more effort and digital solutions compared to an in-person experience, but following these steps will help you satisfy more happy customers.

To learn more about participating, call 0808 164 9272.