



## 4 Ways to Win at Auto Merchandising



Merchandising has long been a valuable tactic in industries like retail, where consumers have many options at a range of price points. Today, auto shopping looks increasingly like the retail world: Car shoppers are better informed - and have access to more vehicles - than ever before.

In this environment, how you merchandise your vehicles can be the differentiator between closing a new customer and losing a sale to your competition.

Here are 4 merchandising tactics employed by the best-performing dealers on CarGurus.



## 1. Strong Visuals

We understand the world around us through what we see. The human brain evolved to prioritize visual inputs, a fact you'll want to keep in mind in your merchandising strategy.

The first step you should take: upload at least 8 photos to every online vehicle listing.

Second, ensure that the main photo on all of your listings is a front ¾ shot.

Finally, ensure consistent lighting in your photos. Cloudy days can actually provide better lighting than sunny ones.



**VISION** is responsible for  
80% of learning

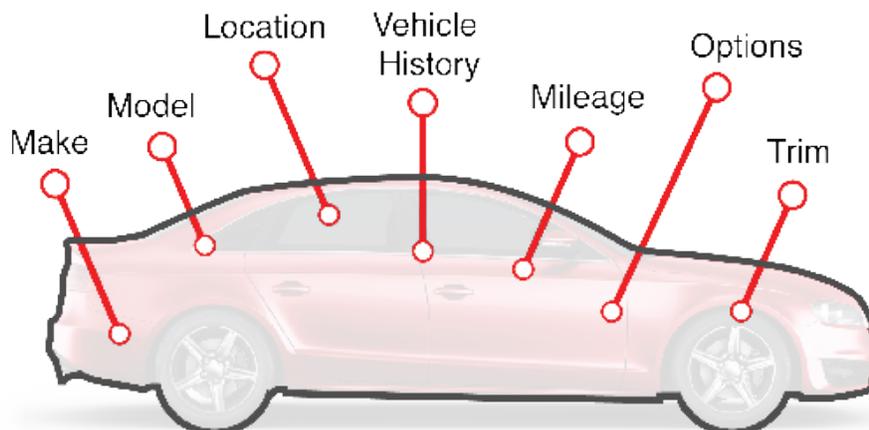
Source: American Optometric Association



## 2. Concise, Yet Detailed, Vehicle Descriptions

Shoppers have a limited amount of time and lots of vehicles to choose from. Too much information can overwhelm them. Instead, seek to capture shoppers' attention by highlighting each vehicle's most valuable features in the description field of your vehicle listings.

You can promote a vehicle as a good choice with objective information. Third-party awards or certifications (e.g., residual value awards) merit a mention. Numerical data, like fuel-economy figures or special discounts, are also attention-grabbing.





### 3. Fair Pricing

A majority of shoppers search for vehicles with a specific price range in mind. (Price is the most-used filtering option on CarGurus.)

Given the importance of pricing to car buyers, your vehicles' prices are what will bring viewers to your listings. Price in line with your local market to maximize listing views and lead submissions. You don't need to have the absolute lowest prices, but your vehicles shouldn't be overpriced.



**50%** of CarGurus.com visitors filter for price when searching for a vehicle

Source: CarGurus survey, Dec. 2015



### 4. Comprehensive Contact Information

Auto shoppers navigate to vehicle listings to seek information about both vehicles and dealerships. Help them find what they're looking for by providing your full contact information, when possible.

Listings with full contact info are much more engaging to shoppers. CarGurus listings with a phone number, website URL, and address see 220% more engagement than listings that only have a lead form.

Ultimately, merchandising is about making a case for why consumers should choose to buy from you. Empower shoppers to connect with you easily and you will see more lead traffic – as well as greater customer satisfaction.

## About CarGurus

CarGurus helps car shoppers search local car listings and find great deals from great dealers. Founded in 2006 by TripAdvisor co-founder Langley Steinert, we're now the largest and fastest-growing auto-shopping website in the U.S. by daily user traffic. At CarGurus, we believe that transparency in car prices and dealer reputation benefits shoppers and sellers alike. Every month, more than 36 million unique users visit our desktop and mobile sites to find their next car.



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