

# Phone Marketing Analysis

Marchex Institute examined several hundred thousand phone calls made to dealerships and service shops and found the following:

1. 10% - 20% of your search spend is wasted from unanswered phone calls
2. 85% of consumers *mention* the new or used car model on the call
3. Millennials are MOST likely to use the 'click-to-call' feature; 47% are under 44 years old.
4. On 63% of phone calls, an appointment is never tried!
5. Understanding the online-to-offline purchase journey can improve media efficiency 30% by effective measurement.

Source: Marchex survey results

# Phone Marketing Analysis

1. 77% of calls were from new customers
2. 74% of callers inquire about parts and service
3. 14% of the shoppers are calling about new or used cars

By addressing these 3 key issues, dealerships can expect to increase customer conversion rates by 20%

Source: Marchex survey results

## Do People Always Buy What They Request?

- 58% of phone ups are for a specific vehicle (from website)
- Yet only 19% of phone ups that buy a vehicle get their original inquiry target
- Opportunities???

# Phone Facts – How did you do?

- % of salespeople that did not ask for appointment 55% %
- % of salespeople that did not ask for phone number 45% %
- % of salespeople that did not ask for name 23% %

Source: *Academy V02 Class Results*  
*January 2015 Thru August, 2017*