

# The Value of Making Your Dealership Website More Transactional

Here are highlights from eLEND's 2020 Digital Retailing (DR) Report Card worth knowing if you are hesitant to implement a DR strategy.

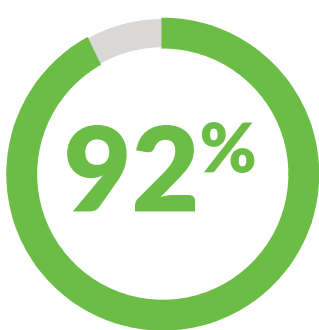


74%

## 74% of Dealers Have Already Adopted DR Tools

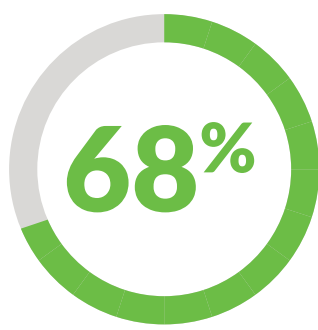
This was pre-COVID-19 – if you are one of the 74%, be sure to analyze your DR consumer experience. Is it helping you sell cars or is it nothing more than enhanced lead generation?

## Percentage of Dealers that Use DR Said...



**DR Made a Positive Impact on Sales**

DR was making dealers more profitable pre-COVID-19, imagine how the opportunities can multiply in our new normal.



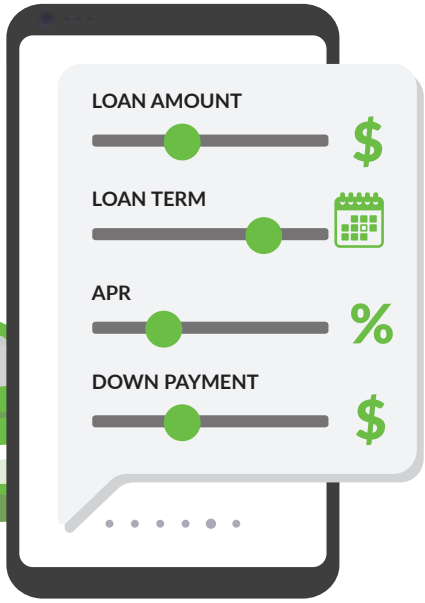
**DR Increased Profitability**



**DR Had a Positive Impact on Customer Experience**

A positive remote buying experience has never been more critical to the financial success of your dealership.

**75%**  
Of Dealers Agree Online Payment Calculator Tools are Ideal



## The Importance of Online Qualified Finance Terms

75% of dealers agreed: online payment calculator tools that return qualified rate, term and payment information are part of an ideal DR experience.

With so much of the transaction taking place online, offering payment calculator tools that quote **qualified** finance terms is mission critical. If, historically, your team frequently refreshes and reworks inaccurate finance terms quoted by your calculator tool – that tool is not doing you any favors.

**TIP:** Dealers that reduce the friction in the financing process will maintain/grow market share and win with consumers, today and in the long run.

## Major Digital Retailing Benefits

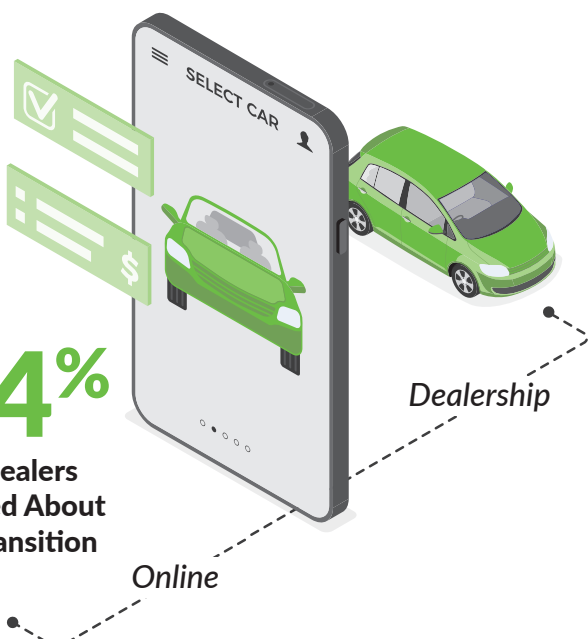
Over 80% of dealers cited faster average transaction times, more car sales, and higher closing ratios as the top three benefits of tools that return qualified rate, term and payment.

This is crucial today and post-COVID-19. Are you ready to offer consumers **transactable** payment terms online? Digital retailing is a 'deal-generation' tool, not a lead generation tool. Make your dealership website more transactional!



**80%**  
Of Dealers Agreed on Top Three DR Benefits

**54%**  
Of Dealers Worried About the Transition



## The Auto Retailing Evolution

54% of dealers are worried about in-store processes aligning with expectations set online. Moving from lead capture to online consumer engagement is a top concern.

It's time to make those process changes that will enable a frictionless and seamless online to in-store transition. The auto retailing evolution is underway. Dealers are quickly realizing that the pain of not evolving is far greater than the perceived pain of change.