

2020 Automotive Benchmarks

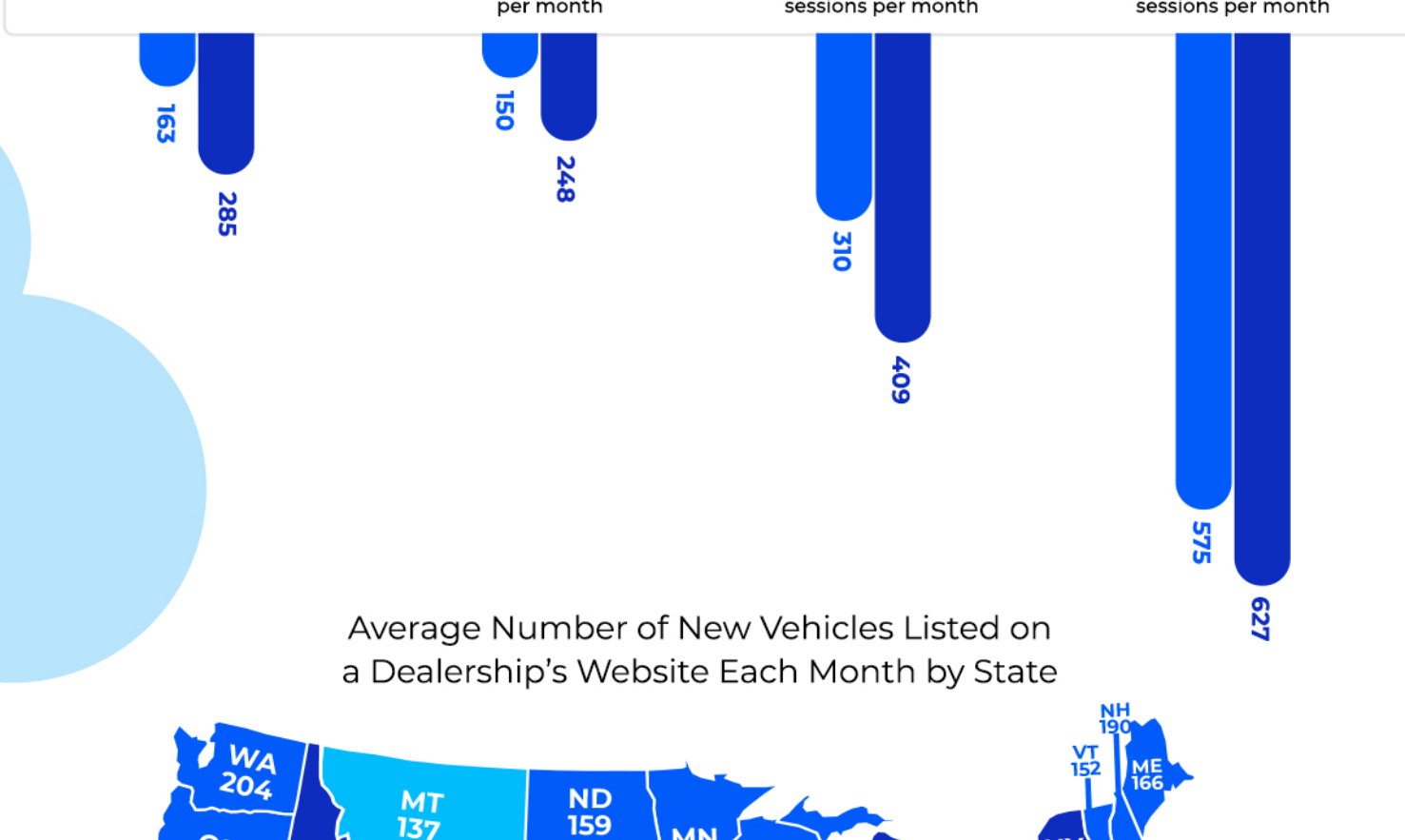
Review your dealership's performance against these industry benchmarks to know what it takes to beat the competition and exceed your sales goals for 2020.



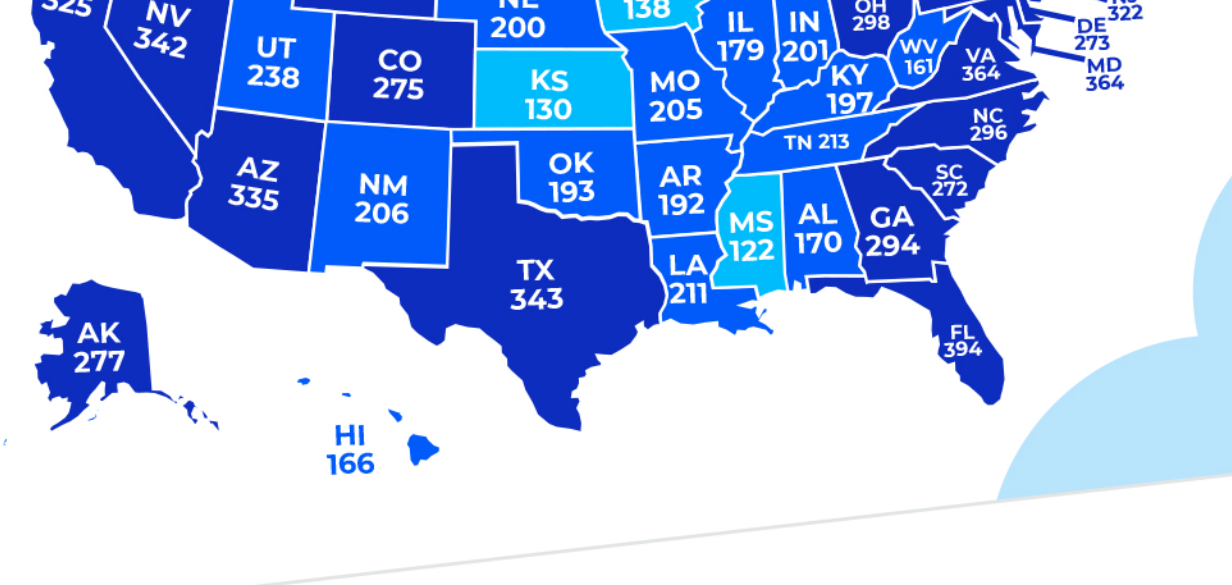
Inventory Management

To stand out from the competition, you need to know how your pricing and inventory stack up against the average dealer. Segmented by size, here is your inside look at how pricing and online inventory are handled by small, medium, large, and luxury dealerships.

The average dealer has **279** new vehicles and **317** used vehicles live on their website each month.



Average Number of New Vehicles Listed on a Dealership's Website Each Month by State



The average dealer adds **+68** new vehicles and **+89** used vehicles to their website each month.

Vehicles Added to a Dealership's Website Each Month



+33 Luxury Dealers
+33 Small Dealers
+72 Medium Dealers
+148 Large Dealers

Vehicles Removed from a Dealership's Website Each Month



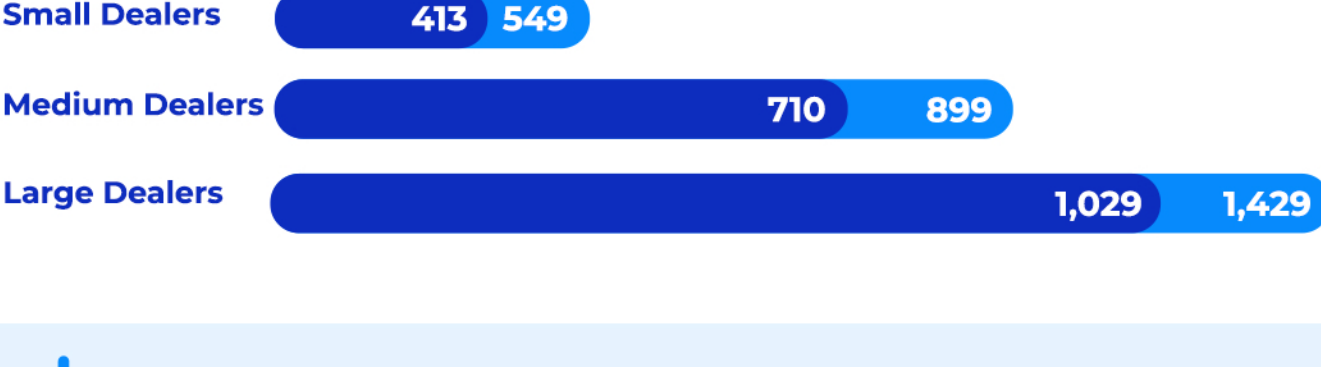
-33 Luxury Dealers
-32 Small Dealers
-68 Medium Dealers
-137 Large Dealers

● New ● Used

The average dealer makes **862** price adjustments to new inventory and **734** price adjustments to used inventory per month.

● New ● Used

Average Number of Price Adjustments Per Month



Only **18.0%** of dealerships list price or conditional price for their entire new inventory.

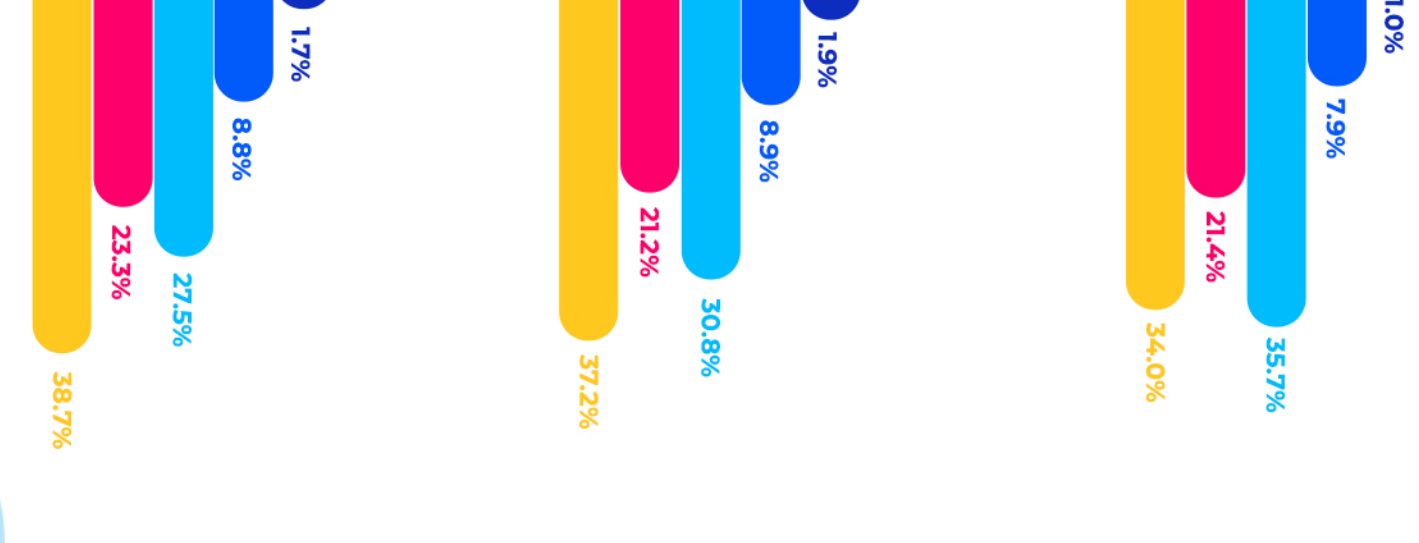


Lead Attribution

To make smart marketing decisions, you need to know where your leads and sales are really coming from. Looking at data from hundreds of dealerships, here is what lead generation and sales attribution looks like for the average dealer.

Average Source by Channel

● Organic ● Paid ● Direct ● Referral ● Social



All Leads by Source	Qualified Sales Leads by Source	Sales by Source
62.6% Phone Call	22.5% Phone Call	24.6% Phone Call
32.4% Form	69.1% Form	68.9% Form
5.0% Chat	8.4% Chat	6.5% Chat

The average lead views **1.2** VDP pages

The average qualified sales lead views **6.9** VDP pages

The average car buyer views **7.5** VDP pages before the sale

Sales Process

To convert leads and get more from your sales pipeline, it's crucial to track the efficiency and effectiveness of your sales process. Looking at the average dealer as well as dealerships segmented by size, here is a peek into sales and close rates.

The average dealership has **166** qualified sales leads each month.

Qualified Sales Leads Per Month



The average dealership close rate is **12.5%**.

13.4% Luxury Dealers

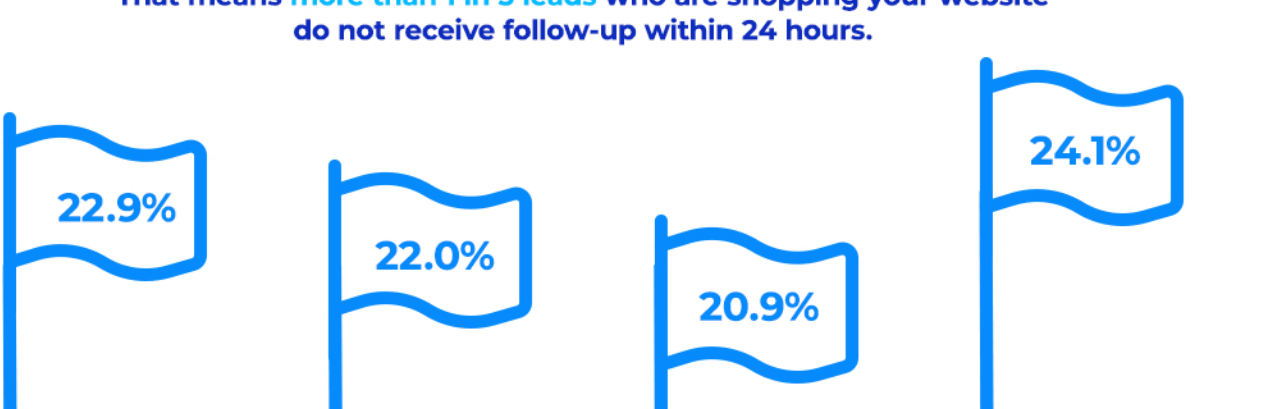
11.6% Small Dealers

12.3% Medium Dealers

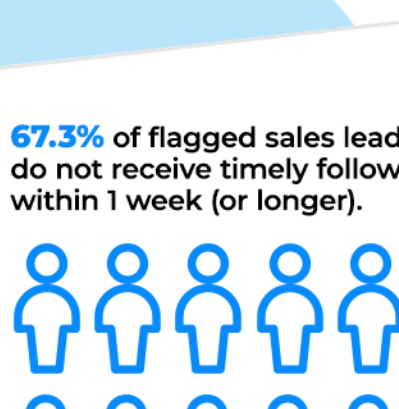
12.6% Large Dealers

23.5% of the average dealer's leads are flagged.

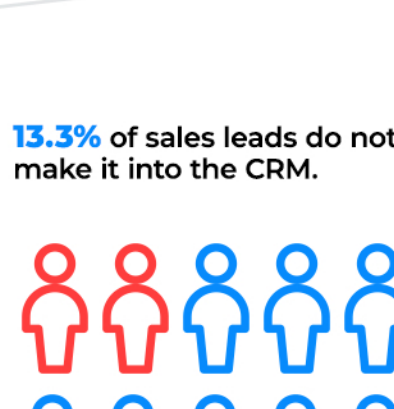
That means more than 1 in 5 leads who are shopping your website do not receive follow-up within 24 hours.



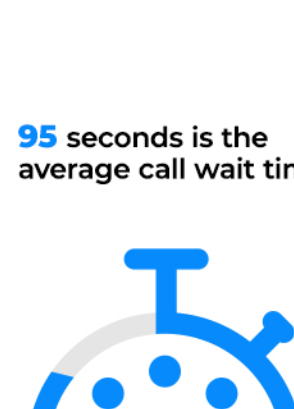
67.3% of flagged sales leads do not receive timely follow-up within 1 week (or longer).



13.3% of sales leads do not make it into the CRM.



95 seconds is the average call wait time.



8.5% of calls from sales leads are missed.



Beat These Benchmarks

This year, don't just track these metrics—work to pull past the competition and beat these benchmarks. Take advantage of these industry insights to keep a pulse on the internal and external factors that may be impacting your sales pipeline and drive sales success in 2020.

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Sources: · Foureyes proprietary automotive website visits dataset of ~370 million unique website visits; data from December 2018 - November 2019 · Foureyes proprietary automotive inventory dataset of ~15 million unique pieces of inventory; data from December 2018 - November 2019