



# 2024 Automotive Dealer Benchmarks Report

Compare your dealership's performance against these industry benchmarks to know exactly what it takes to stay competitive.

Foureyes analyzed dealer website data from **December 2022 - November 2023**, which covers more than...

**900** Million dealer website visits

**29** Million unique pieces of inventory

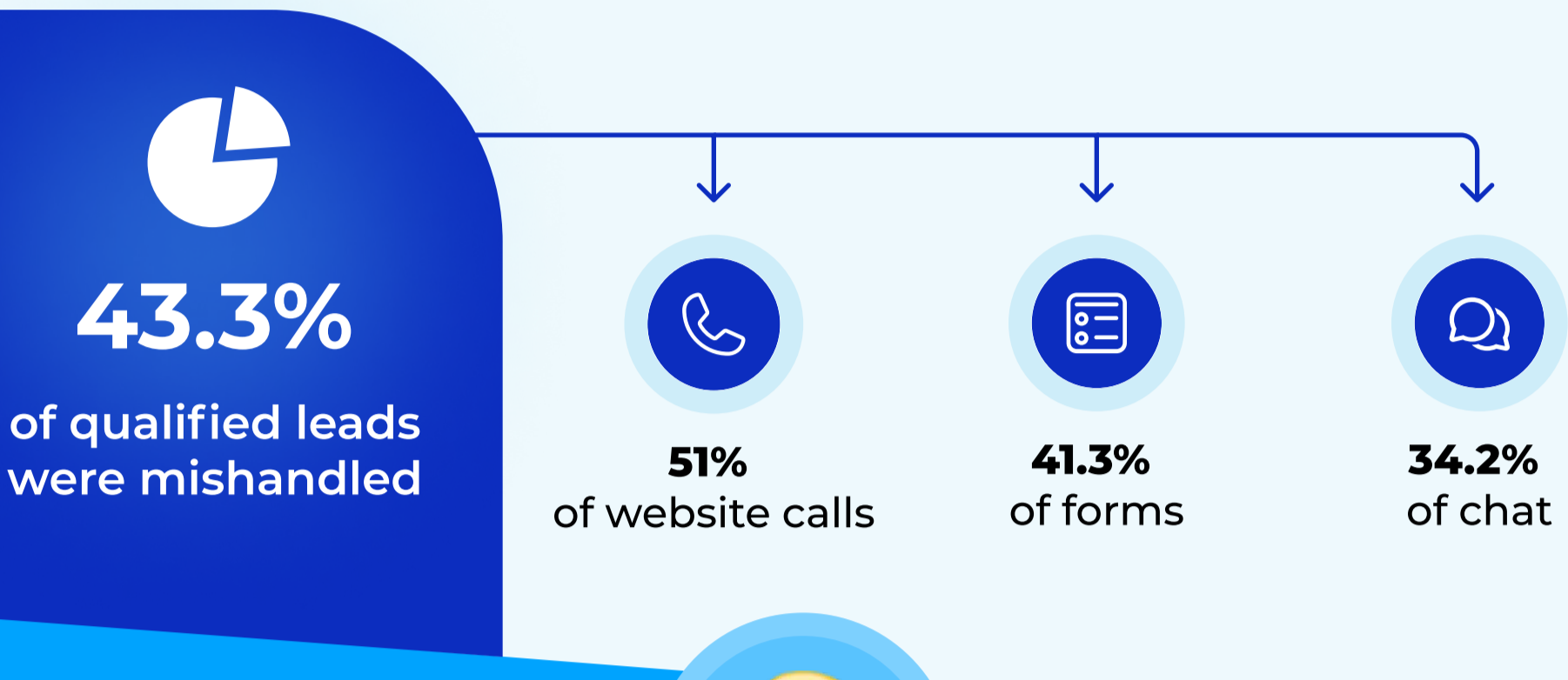
**22,000** automotive dealership websites (including group sites)

Foureyes tracks activity occurring on dealership websites, which was aggregated to provide the data in this report.

To provide clear benchmarks, this report filters out website activity from bots, solicitors, job seekers, service customers, and other non-sales leads that dealers nationwide received.

## Mishandled Leads

Calls were missed, follow-up was delayed, and leads didn't get logged to the CRM. These are opportunities dealers could be capitalizing on to drive additional sales.



Is anyone there? 😞

**65%** of in-market leads didn't hear back from dealers within 24 hours of their return visit to a site

Note: Qualified lead must have already submitted a form, chat, or website call before returning to site

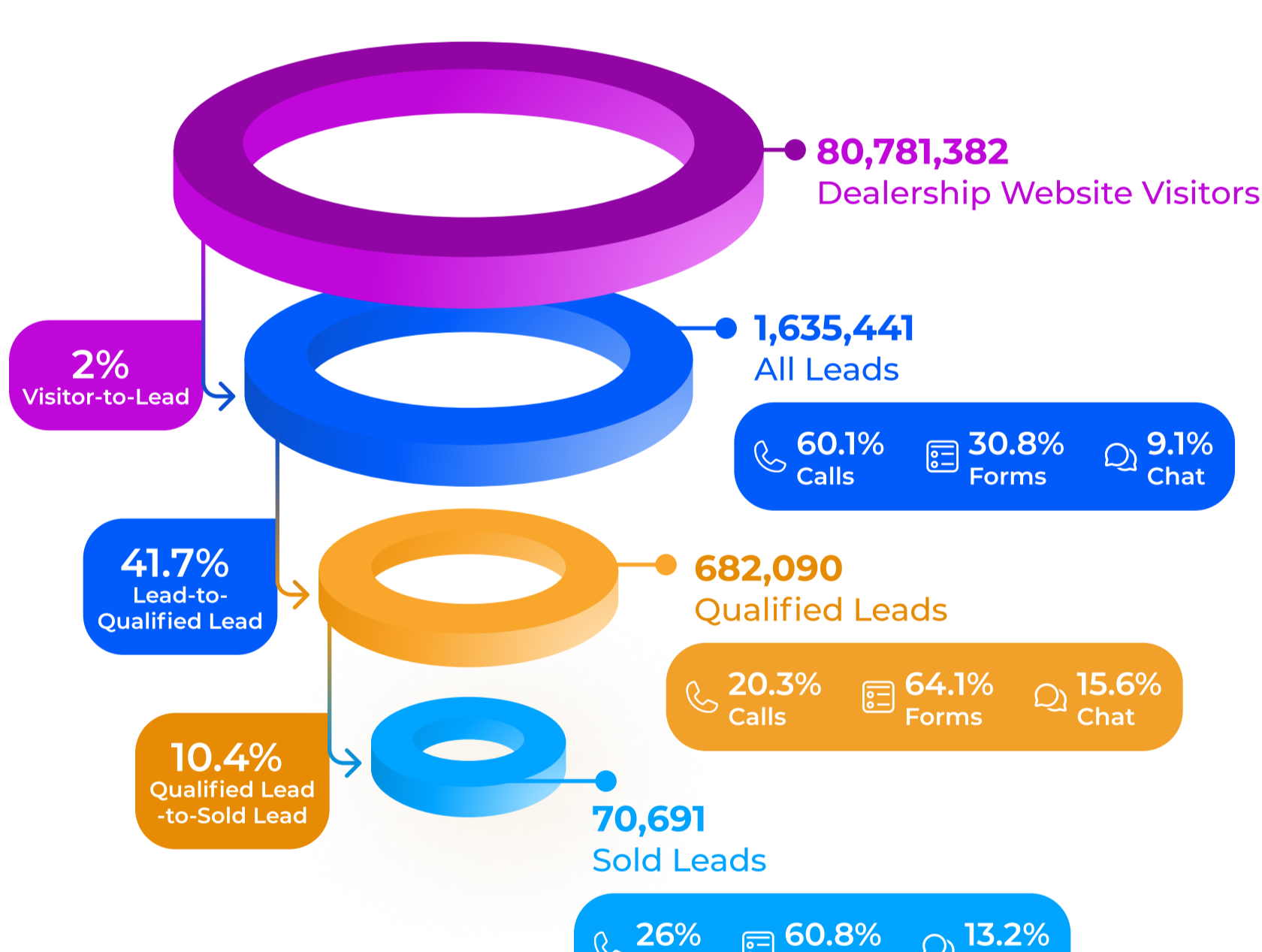
These prospects finally heard back from dealers within:



## Lead Attribution

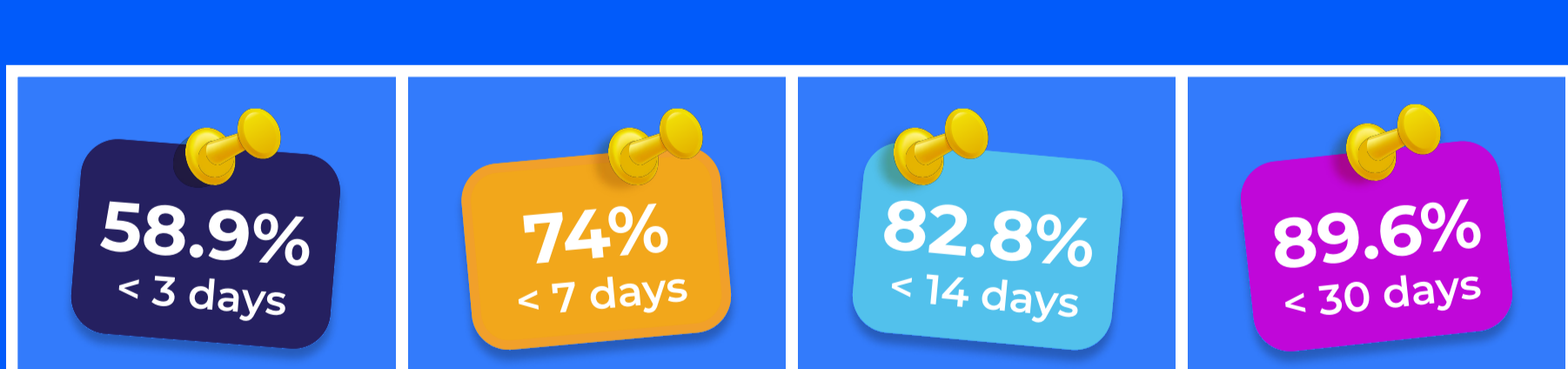
Here's a funnel breakdown of more than 80 million dealership website visitors across the United States.

Calls generated the most "Leads", however Forms accounted for the most "Qualified Leads" (i.e. in-market leads that intend to buy) and "Sold Leads."



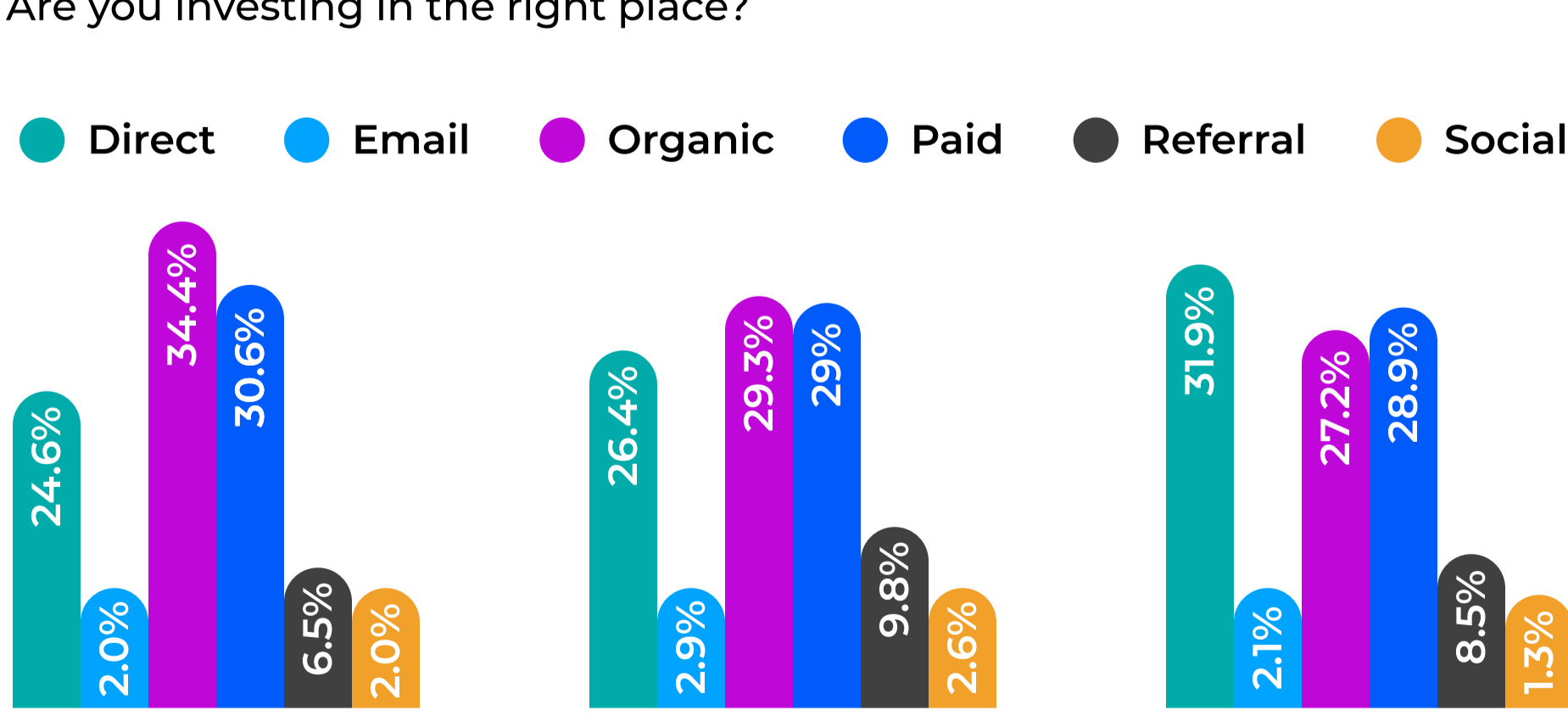
## Days to Close

Among in-market leads that buy, 58.9%+ do so within three days of filling out a form, chat, or website call.



## Leads by Channel

Which channels are generating the most in-market leads? Are you investing in the right place?



## There's good news!

You can use these insights to determine where your store is at relative to the rest of the market, and develop a strategy to address lead handling and sales process issues.

Foureyes can help. Just let us know when you're ready.