



Car Dealer increases website leads by 100% using live chat. Case Study Results Inside

Car Chat 24 recently completed a case study with Reno Toyota on the popular Internet Forum - DealerElite.net. Measuring the results before and after chat the numbers are unreal! Free Trial 30 day trial is available to any dealer who is interested.

Nov. 4, 2010 - [PRLog](#) -- Below, are the Reno Toyota before and after Chat numbers. There was no decrease in the original website lead conversion, and on average over the two months they gained over a 100% increase in lead conversion by adding our service. If you are not using chat to increase lead conversion from your site, you are missing the boat, as your website is your best place to source extra leads.

Reno Toyota Before Chat Numbers and Percentages

June 2010

Website Unique Visitors: 5163

Website Leads: 49

Site Conversion: .94%

Sales: 6

Closing: 12%

July 2010

Website Unique Visitors: 5509

Website Leads: 65

Site Conversion: 1.2%

Sales: 9

Closing: 14%

Car Chat 24 DealerElite.net 2 Month Dealer Chat Case Study Results

Reno Toyota September 1st through 30th (Final results for September)

Total Unique Visitors: 5560

Total Website Leads without Chat Leads: 73

Lead Conversion % without Chat Leads: 1.3

Total CarChat24 Leads/Appointments/Queries: 94

Total Conversion % with Chat Leads: 3.0

Total Lead Conversion % increase: 130%

Reno Toyota October 1st through the 31st (Month End Final)

Total Unique Visitors: 5794

Total Website Leads without Chat Leads: 90

Lead Conversion % without Chat Leads: 1.55%

Total CarChat24 Leads/Appointments/Queries: 80

Total Conversion % with Chat Leads: 2.93%

Total Lead Conversion % increase: 88.89%

Total Website Sales without Chat Leads: 12

Total Chat Lead Sales: 7

Total Sales: 19

Website Sales % increase: 58.33%

For a 30 day free trial please contact Ryan Thompson: ryan@carchat24.ca or follow my blog <http://automotivemarketing.ca/blog>

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Car Chat 24 is a fully staffed chat solution designed specifically for Car Dealers. By using our proactive engagement (pop up) we will increase your website leads by 50-60%. Our operators use BDC style scripts to extract contact info.

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