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edmunds

For 50 years, consumers have trusted Edmunds for auto intelligence. Enhancing their products, Edmunds developed a new dealer-centric trade-in tool that addresses mobile-first, speed, and transparency while delivering a 40%+ FCR.

Finding the perfect car is only one part of the shopping process. For the serious auto shopper, what's often more important is understanding the value of their current vehicle for trade in.

For some, it's the first place to start: *understand the money in hand so that you know how much you can spend*. Dealers recognize that the website lead provided by the online shopper valuing their vehicle is a high-value, low funnel opportunity - with the best closing rate.

Dealers are spending significant marketing dollars to drive shoppers to their websites so there should be three messages here: 1. Help the shopper who wants to value their trade-in have the best experience possible so they will complete the process; providing the lead, 2. Have an efficient process in place for the dealer to take advantage of that lead on an immediate basis, and 3. Provide the dealer with actionable data to know where the leads are being generated and how best to allocate future spend.

It's critical to have a trade-in resource that shoppers find easy-to-use but equally important for dealers to be able to take those high-quality leads and know unequivocally who is using the tool, and what marketing is generating those leads. That type of integration requires a native tool, not an iframe add-on.

With Edmunds' new tool, dealers now have a ***100% native trade-in tool*** that is designed to provide them full transparency into their Google Analytics reporting and allow them to include additional tracking such as UTM codes.

Edmunds, a long-standing leader in the auto industry, invested significant time and money analyzing the consumer's trade-in mentality and the processes they prefer to use. With that data, they have created a fast, frictionless appraisal tool that meets the shopper's needs, AND because of its quick, easy-to-use design, it has an incredible form completion rate (FCR).

Read on for detailed numbers Edmunds' pilot program has been producing. Vistadash has confirmed some mind-boggling FCRs.

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Rev P3

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Foreword

Dealers choose a variety of routes as they incorporate trade-in tools within their website; perhaps their OEM made a recommendation, or the tool was already included by their website provider. Some dealers fall prey to vendors who promote whiz-bang graphics, or include a barrage of questions designed to eek out tons of details from the shopper. Neither of those ideas is productive; in fact, it's counter-productive. Slowing down the website with flashy graphics is a nuisance to the shopper staring at their churning phone, waiting to continue – and most likely, bouncing. The goal is to provide a trade-in tool that has a high conversion rate providing the dealer with premium quality leads. To do that, you have to start with what works best for the customer.

On many occasions, I have commented that a good Form Completion Rate (FCR) is between 20-30%. Being able to increase FCR not only provides the opportunity to sell more vehicles, but it increases the number of vehicles the dealer has access to and can purchase. It also reduces the amount of time dealership employees spend at the auction, and helps keep the used car lot full of the right types of high value vehicles.

On the consumer-facing side, it is safe to make the assumption that a high FCR also means that the shopper finds the appraisal form an easy-to-navigate, value-driven process. And the fact that 40% of people shopping for a new car also have a vehicle they want to trade in – well, that's a strong impetus to get the job done right.[2] That's not considering the used car market either.

Auto Remarketing found that 46% of their survey population said that getting an accurate trade appraisal is 'very' or 'extremely' important to their next car purchase.[3] Here is an area where shoppers' 'mistrust' the dealer's appraisal of their vehicle. Most truly do have a relationship with their vehicle and feel that it is worth more than it really is.

Bottom line: Dealers need an appraisal tool that shoppers consider both trustworthy and easy to use. Offering a trade-in tool from a highly respected source – Edmunds - on the website helps to reduce some of the mistrust the shopper may feel about a 'dealer's appraisal.' From the dealer's perspective, ease-of-use and credibility equate to a high FCR. Being able to analyze the shopper's journey on Edmunds' site in real-time gives the dealer a significant advantage for acting quickly on a lead and closing the deal. Another differentiating capability of the Edmunds Trade-In tool is the ability to track and optimize spend based on lead conversion - undoubtedly a tremendous resource and benefit to the dealer as they search for ways to maximize their budgets.

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Executive Summary

Edmunds has been an integral player in the auto industry for 50 years, appraising vehicles and providing unbiased information to consumers. For the last six years, they have provided dealers with a well-regarded consumer-facing trade-in tool, serving over 3000 dealers. So, what is changing? Well, technology is propagating at light-speed and impacting consumers, their shopping habits, and expectations. Edmund's legacy trade appraisal tool was created when desktop searches were the norm, and the term 'digital retailing' was certainly not even a blip on the auto industry radar.

In January of this year, Edmunds committed to a re-invention of their appraisal tool, starting from ground zero – no re-tooling of the current product, just a focus on what works best for the mobile customer. Recognizing that the majority of their appraisals were coming from mobile, it only made sense to design a system that was engineered for optimal functionality on a hand-held device. Using input from dealer partners, Edmunds designed an incredibly efficient and fast tool. (My recent test submission and response took only 11 seconds.) Smart dealers are spending time and money to ensure quality SEO and SEM so they need to take the impact on speed into serious consideration as they are adding 'widgets' onto their sites, believing them to be assets.

The Vistadash team has analyzed a diverse sampling of dealer results with Edmunds Trade-In Tool through the first six months of the product's release. It was very satisfying to view all of the details through Google Analytics and to corroborate that the Form Completion Rate is indeed between 40-45%. More details on this in the following pages!

Edmunds incorporated User Testing into its development process; a tool I find to be immensely impactful. Not only was the development team privy to the comments of the users as they navigated through the new Edmunds Trade-In Tool, but their activities were recorded and analyzed by the team so they could see how the tool was being used and where there might be questions, roadblocks, or slowdowns.

Questions unnecessary to the true value of the used vehicle were eliminated, and thereby, keystrokes were reduced. Edmunds took into consideration what types of specific information the dealership really needed to make their appraisal. Trade-ins are always inspected at the dealership for their true value so no need to belabor the process by asking for photos. Likewise, there are only select trim items that really impact vehicle value so, for example, no use to click on any of the 100^{+} trim items that are available on the 2016 F-150.

As everyone knows, I am committed to accurate tracking and attribution. *I commend Edmunds for creating this newest product, not in an iframe as is typical of these types of widgets, but inline which allows reporting to occur accurately within Google Analytics (GA).*

Edmunds offers the dealer third-party credibility. For decades, they have written all of their own editorial which asserts an 'independence' that consumers respect. Dealers have shown that they want to buy into that consumer relationship. Trusted consumer-facing brands can provide a dealer with increased credibility. The Edmunds website has almost 20 million visitors each month. This massive access to proprietary source information provides a natural extension to offer a highly regarded appraisal tool.

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Data-Driven Development.

When I asked the Edmunds team what precipitated this complete overhaul of their trade-in tool, they were specific about their overarching goal: the development team wanted to build an appraisal tool with complete transparency and one that met the user's expectation of 'immediate gratification.' They went on to say that they had looked at other tools on the market and felt like there were multiple gaps and opportunities for improvement – to benefit both the customer and the dealer. The end-goal for the dealer is to close more deals. Edmunds saw the opportunity to respond to that need by increasing the highest quality, best closing leads a dealer receives - trade-in leads. By focusing on improving the trade-in process with a new dynamic mobile trade-in tool, Edmunds is fulfilling the consumer's demand for fast, accurate, and mobile information and delivering leads that provide exceptional results.

As Edmunds began the development process, they tracked every step of the shopper from the time they entered the page, engaged with the tool, and completed the process. They mapped all of the possibilities that could be created from various standpoints: massive data, machine-learning, and product optimization. The end result was finely tuned by using the four following guiding principles:

Mobile-Centric. Every UX had to be perfect on mobile before it was ever tested on desktop. More than half of people appraising a trade are on a mobile device. An extremely low percentage of people would make it through a highly involved process with numerous questions.

Light-Speed Fast. Edmunds believes that vendors (basically the guests on the dealer's website) who slow down the dealer's site are doing them a great disservice.

Quick and Easy for the Shopper. Edmunds watched shoppers maneuver through sites and talked to dealers about what type of trade-in information they actually found useful. Merging that first-party input with 50 years of their own data, Edmunds accurately posed the highest quality questions and eliminated inquiries that didn't impact appraisal value, thereby reducing barriers to form completion. At the end of the day, all trade-in values have a caveat that lets the consumer know that an in-person inspection must take place.

Transparent. Vendors have typically been utilizing iframe construction, essentially black boxes for information. Edmunds' goal was to create a widget that allowed the dealer to see and interact with every facet; a 100% native product, GA-compliant, and Vistadash compatible. **A dealer can truly track their ROI – a unique selling point of the Edmunds Trade-In Tool.**

Edmunds' development team viewed hundreds of hours of user videos. Participants using variations of the new trade-in tool had every aspect of their online behaviors recorded so they could be analyzed by the team. They studied how shoppers used the tool to understand any obstacles and to evaluate whether shopper expectations had been met. The resulting product has produced phenomenal results which will we discuss in this report.

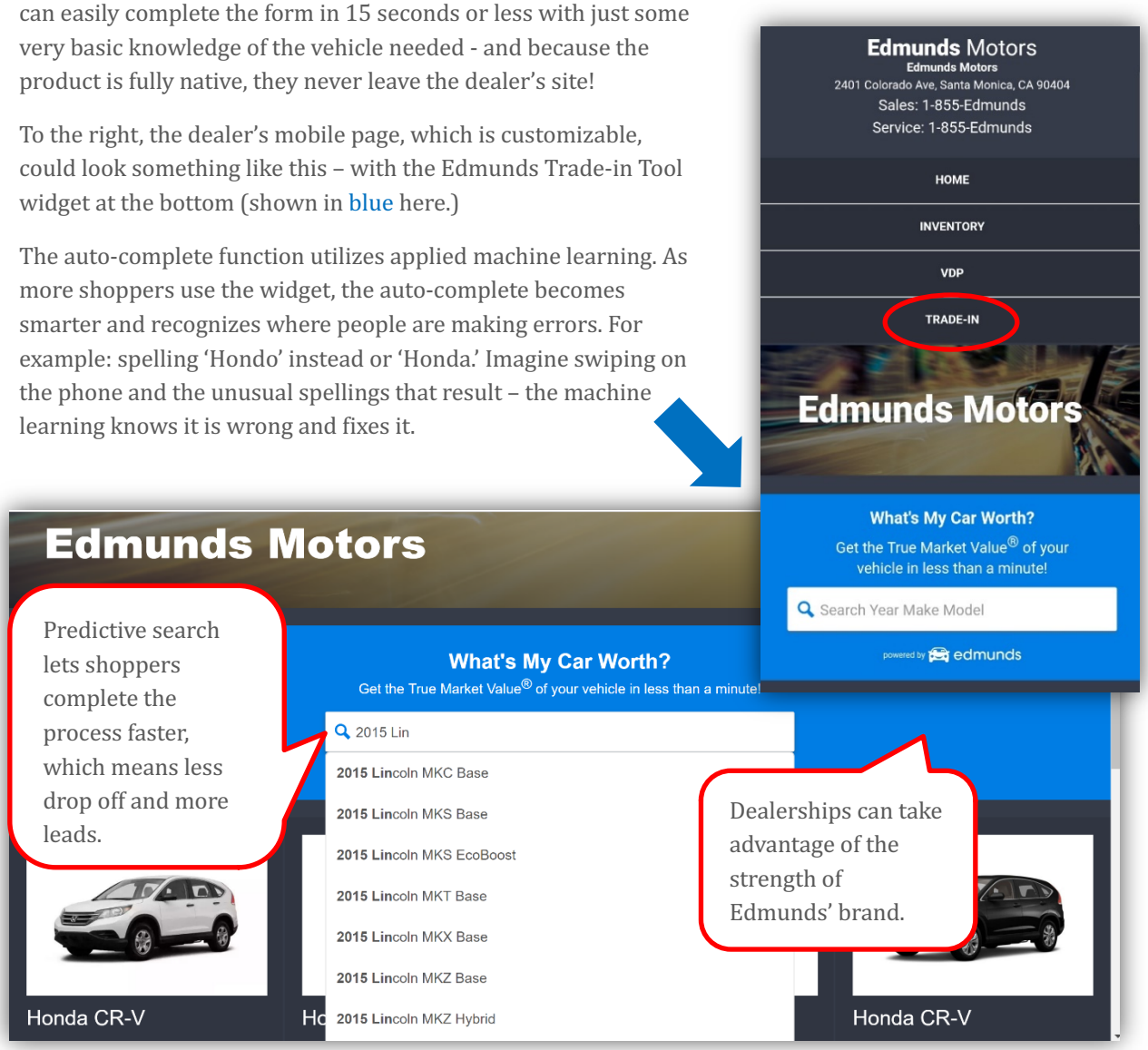
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Engineer the Right Design for the Right Reward.

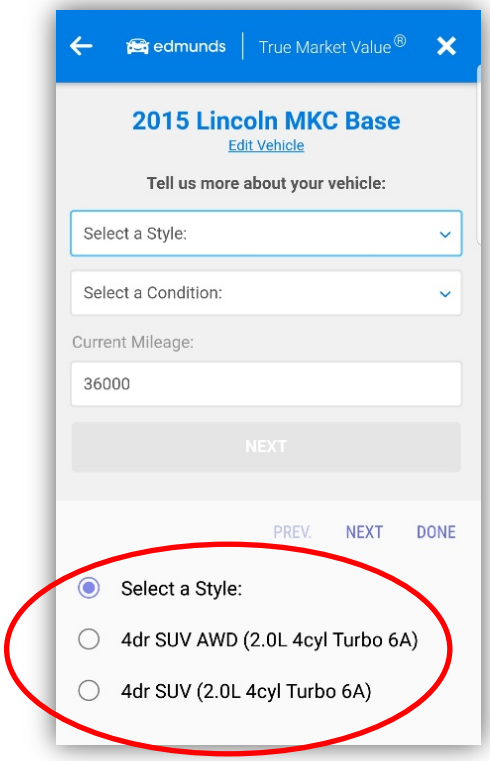
Mobile has become the tool of choice for most auto shoppers, and it is certainly no different when it comes to trade-in appraisals. Edmunds took into consideration the number of swipes and/or keystrokes, fat finger issues, and the fact that the shopper doesn't want to be bothered by going to find the VIN or to check their mileage. Clicking a banner on a homepage, SRP, or VDP, the shopper can easily complete the form in 15 seconds or less with just some very basic knowledge of the vehicle needed - and because the product is fully native, they never leave the dealer's site!

To the right, the dealer's mobile page, which is customizable, could look something like this – with the Edmunds Trade-in Tool widget at the bottom (shown in blue here.)

The auto-complete function utilizes applied machine learning. As more shoppers use the widget, the auto-complete becomes smarter and recognizes where people are making errors. For example: spelling 'Hondo' instead or 'Honda.' Imagine swiping on the phone and the unusual spellings that result – the machine learning knows it is wrong and fixes it.

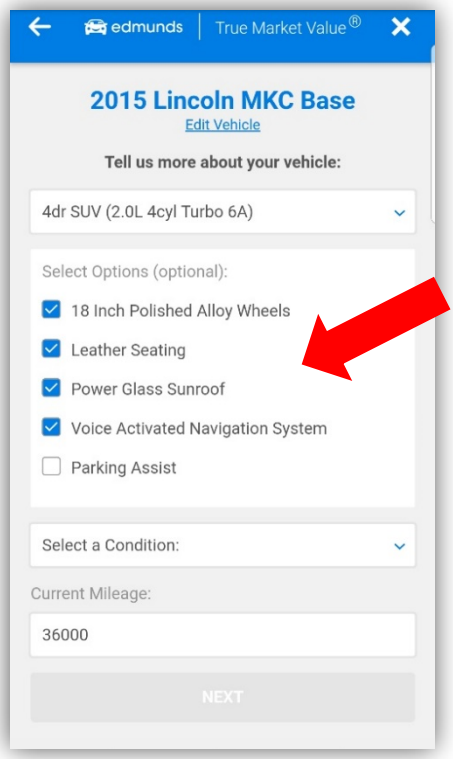


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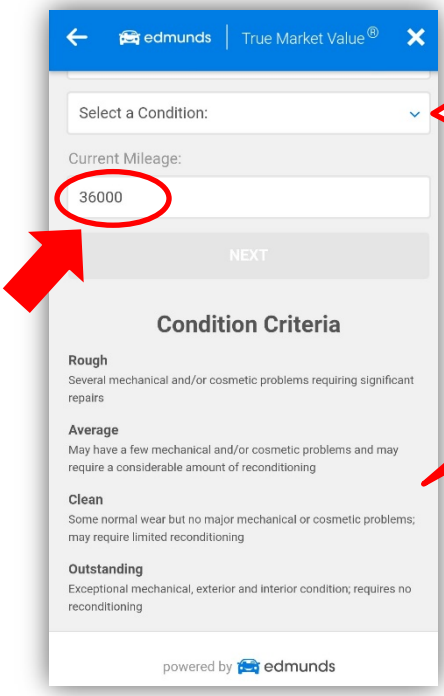


On the left is the second of only three screens that the shopper will be filling out. The styles for this make and model are provided at the bottom of the screen so the shopper only has to click once.

On the right, only the trim items which truly impact vehicle value are offered for the shopper's selection. For instance, floor mats, smoker package, and numerous other options are not listed – they impede the shopper's process and don't add value in the long run.

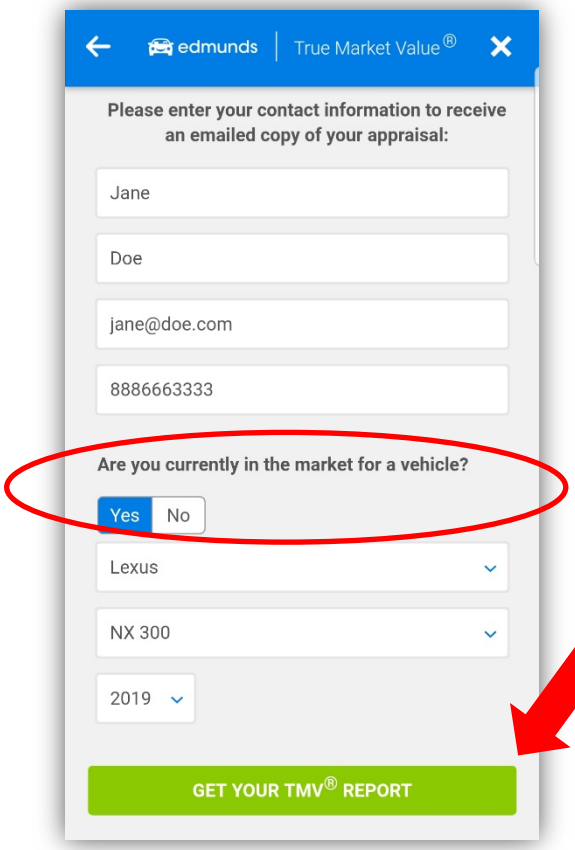


Current mileage defaults to 12,000 miles per year and the shopper can amend that if the actual mileage is much higher or lower in order to get a more accurate value. The goal is to make it easy so the shopper does not have to go check their odometer, or more likely – bounce.



The Condition Criteria is spelled out on the page and the drop-down menu prompts the shopper to select the description that best fits the vehicle.

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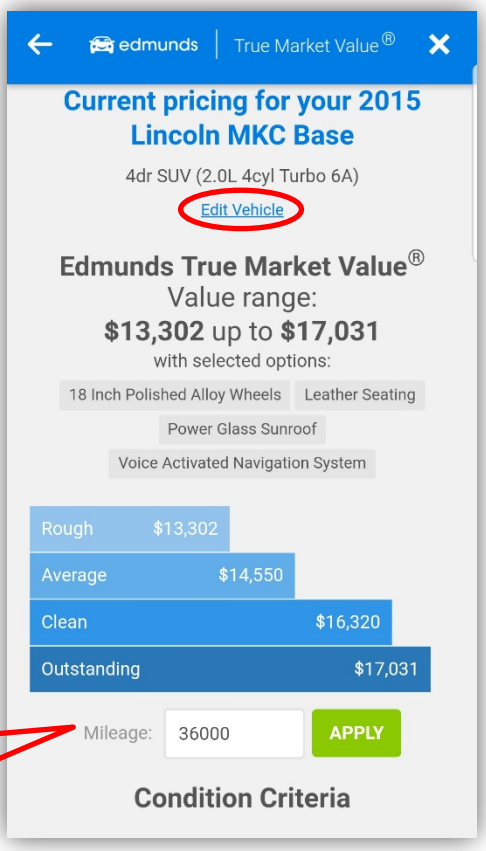
With 12 keystrokes, this shopper was able to input all of the needed information about the trade-in vehicle. To receive the email copy of the appraisal, contact information is requested. The form fill process speeds up the journey to move the shopper towards their True Market Value® (TMV) Report. (see red arrow)

As an additional perk for the dealer, the consumer is asked about their preferences for their replacement vehicle. This actionable data is yet another valuable talking point for the sales team when they follow up on the lead.

The TMV Report is clean and simple to read, providing the details of the trade-in vehicle and the value range based on the condition. The shopper can easily edit any of those details without being forced to start the appraisal over.

The TMV takes into account: model, age, mileage, original and current market pricing, geography, and seasonality as well as many other factors.

Mileage can be updated by the shopper at any point to determine a more accurate value.



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Dealer Considerations

As I mentioned earlier, Vistadash has tested Edmunds' Form Completion Rate (FCR) and found it to be between 40-45% which is the highest FCR for any appraisal tool that I know of. The second highest is something less than 35% and typical FCRs for trade-in tools on dealer websites provide 10-20% FCR and some as low as 5%.

As a dealer is considering which appraisal tool is the right choice, the key question to be considered is this: *How many shoppers can I get to complete my trade-in appraisal process?* Edmunds' 40%+ FCR can certainly create a significantly larger pool of high close rate shoppers. The next question should be: *How quickly can the sales team make the call because these leads are the low hanging fruit!?*

Dealers are spending big bucks on multi-channel marketing in an effort to push shoppers to their websites. Leads from a trade-in tool, historically, have a very attractive close rate. My interview with Chris McGrew at Crown Acura (featured on page 14 in this report) confirmed that his close rate on Edmunds' leads was an impressive 17%. An important secondary benefit of an effective trade valuation process is that the dealer now has a much larger choice of inventory for their used car lot. Once the dealer has lured the shopper to their website, it's important that the dealer has chosen the right trade-in tool to put in front of them – one that provides a satisfying customer experience, and a result they can trust.

Car shoppers visit a variety of websites in their research process: such as OEMs and third-party sites like Edmunds. Analyzing their unique visitor data, Edmunds determined that ~30% of the shoppers submitting leads through the new appraisal product had also been researching on Edmunds.com. In addition, dealer data confirmed that those shoppers represented a 10% increase in close rate. Edmunds is surfacing this information in real time through the lead payload, so the dealer can better focus sales efforts on lead submitters that are more likely to buy. This will result in more efficient sales efforts and more cars sold!

"Lead volume is up with the new trade tool and the quality of leads has improved quite a bit. We had our biggest month ever in August with the new product. Basically, we doubled the lead volume we were doing previously. Our bounce rate is now half of what it was with KBB. Close rates on KBB were 3-4% and we are a store that averages around 12-14%. With Edmunds, our close rate is around 17%."

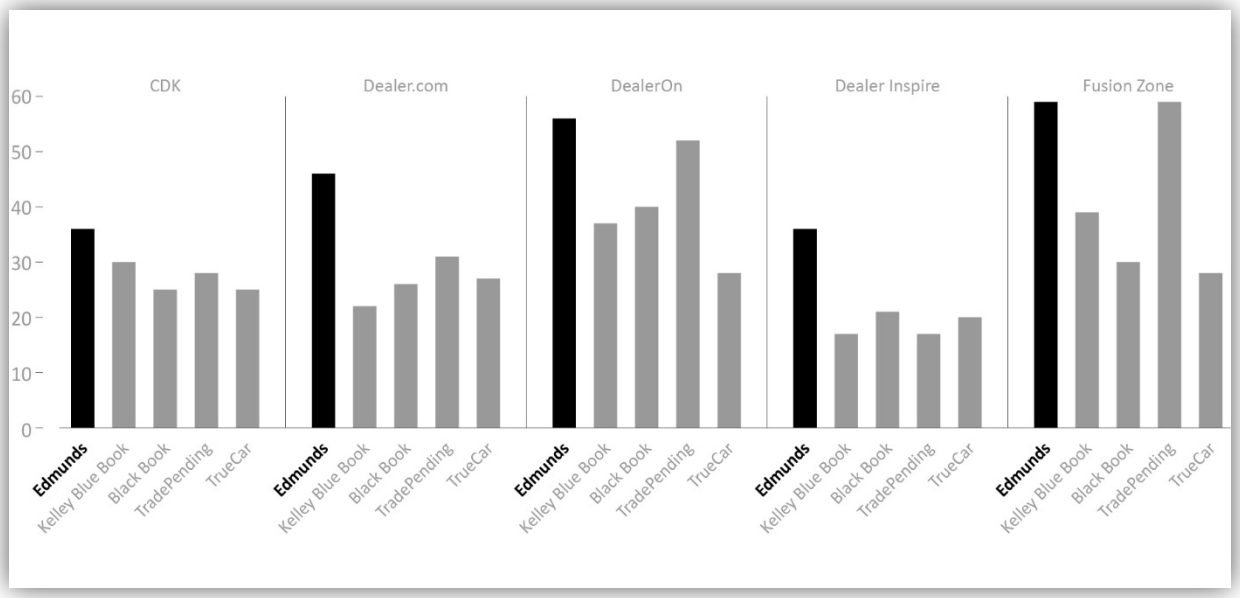
Chris McGrew, General Sales Manager, Crown Acura

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Speed

Edmunds Trade-In Tool is optimized for a quick load time on mobile and on desktop which results in improved SEO, less drop-off, lower bounce rate, and greater overall lead volume. The team at Edmunds provided PCG with a list of dealers and their trade-in tools to compare their Google Insights scores. Here are the sites we tested for Edmunds as compared to other competing tools:

*Higher page speed scores are better.



As illustrated in the chart above, Edmunds Trade-In Tool is focused on mobile site speed and has been successful in developing an edge over the competition. Each bar in the chart above represents a single Google Insight load time score generated in December 2018 for a trade-in tool provided by the company indicated (Edmunds, Kelley Blue Book, Black Book, Trade Pending or TrueCar) on a mobile page of a dealer's website hosted by the website provide indicated (CDK, Dealer.com, DealerOn, Dealer Inspire or Fusion Zone).

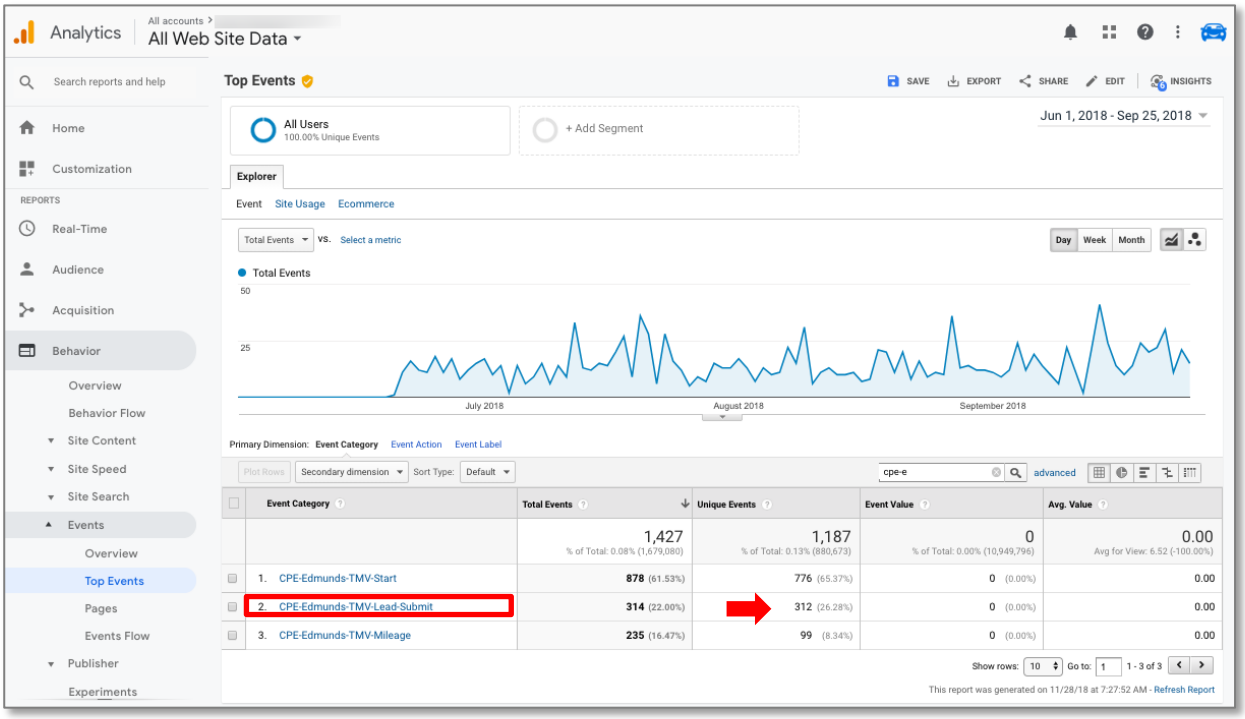
Google's recent focus on mobile load times means that all tools have to work with website platforms to simplify and optimize page coding. Here is a link to their updated guidelines published in July 2018. https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html

Google Page Insight scores are dependent on many factors, including the speed of the base website platform. You can test any website page using this link: https://developers.google.com/speed/pagespeed/insights/

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Tracking Success on Google Analytics

Edmunds supports the PCG Specification for Google Analytics which allows dealers to measure engagement and leads that are generated from the trade appraisal software. In the example below, you can see that in June, when the Edmunds Trade-In Tool was installed, the related 'events' started to fire in Google Analytics. During this three-month period, 312 trade appraisal leads were generated for this dealer. Any dealer receiving 100+ high quality leads per month would find these numbers exciting.



The support of Google Analytics events is critical for dealers who want to capture all conversions generated by their website as well as third-party merchandising and trade tools. A conversion goal can be easily configured, as shown on the following page, to allow a dealer to have a goal that matches how many trade appraisal leads were sent into their CRM.

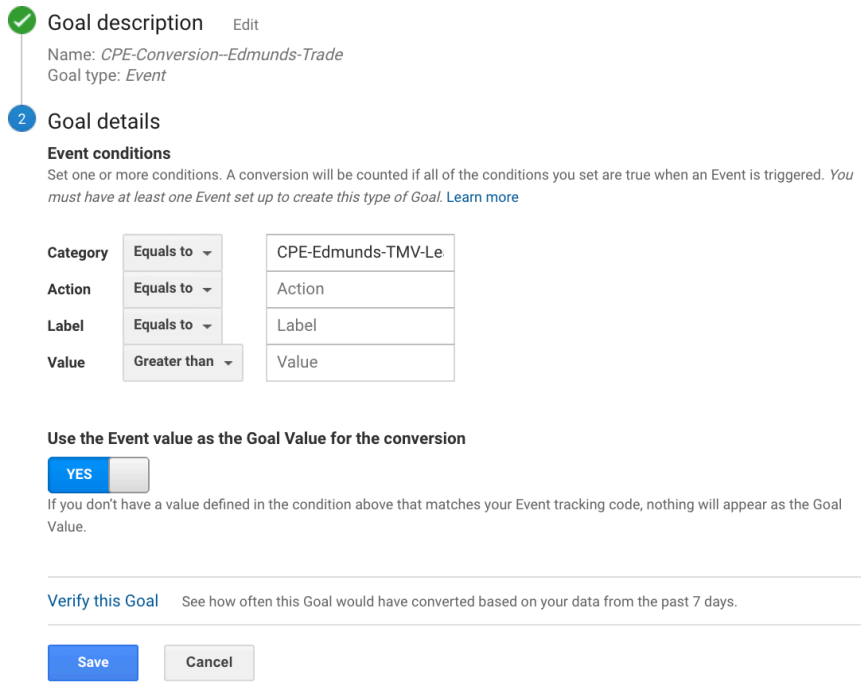
"I can see it in Google Analytics. I wanted my appraisal tool to be baked into the site instead of just a blind iframe. I also look at my overall conversion rate, overall sales, and volume. I am old-school and like to see first source attribution. I feel the first crack at the opportunity is still a valuable KPI alongside of overlap from other sources, giving more insight to the journey to the sale."

Nathan Rodriguez, Digital Marketing Manager, Lia Auto Group

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Creating a Trade Appraisal Goal in Google Analytics

The events that are fired into GA by Edmunds are at the Event Category level, so to create a goal that counts the number of trade appraisal leads per month, it would look like this:



The event category should be set to: **CPE-Edmunds-TMV-Lead-Submit**

The goal name should be set to: **CPE-Conversion-Edmunds-Trade**

When the goal is created, make sure you click on the 'Verify this Goal' link to make sure that you do not have any spelling errors in the goal definition. Once this goal is created, then the goal will start incrementing on the following day.

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Dealer Interviews

Nathan Rodriguez, Digital Marketing Manager, Lia Auto Group - 22 dealerships in the NE

Why were you interested in looking for a new appraisal tool?

Used cars are really hot right now; demand is as high as I've ever seen. With my previous trade-in tool, I was getting the needed volume of inquiries, but not conversions. I wanted to be able to use a trusted name like Edmunds for the believability factor of our offers. We have a long relationship with Edmunds and wanted to be part of the development of a consumer-facing tool that was quick and easy, with a back-end that I could track in my Google Analytics. I also wanted the tool to be native in our website, keeping shoppers on the same page (such as the VDP of choice), so they don't get left on a blind confirmation page.

What are the aspects of the Edmunds appraisal tool that appeal to you most?

The first is functionality and the second is speed, because customers expect instant gratification or they leave. Believability of the numbers is a big driver for me and I have seen our conversions come up quite a bit. If customers chose the "*What is my car worth?*" page direct from our navigation, the conversion rate is around 40% or more. Most car purchases are driven by *"What can I afford?"* so it's important to get this right.

Why do you think you are getting higher conversion rates?

Customers demand a fluid experience. They don't want to digest multiple pages of questions. Some of them don't even know the package on the car they are driving, which they might have bought over four years ago. On the Edmunds Trade-In Tool, there are a minimum number of questions; and it's very organized, with a very realistic range (the True Market Value). It's not a fluff number and it's easy for us to meet or beat. The whole experience is a much faster process. The customer starts typing 'Honda' and the most popular Hondas pop-up. It helps the consumer find what they need fast and is right in line with our digital strategy.

How are you tracking your success with this product?

Google Analytics. I can see it in GA. I wanted my appraisal tool to be baked into the site instead of just a blind iframe. I also look at my overall conversion rate, overall sales, and volume. I am old-school and like to see first source attribution. I feel the first crack at the opportunity is still a valuable KPI alongside of overlap from other sources, giving more insight to the journey to the sale.

Since this is a new product, what are the ongoing improvements you have been a part of?

It's been a good experience so far. We worked on placement and function together. Since the initial launch, Edmunds continues to make modifications like adding colors that grab the shopper's attention and improving the verbiage like: *What's my car worth?,* for example. We are testing out marketing campaigns on Facebook and have seen good results. We think the demographics of our franchises fit the Edmunds brand nicely and look forward to what this partnership brings in 2019.

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Chris McGrew, General Sales Manager, Crown Acura, Cleveland, OH

Why were you interested in a new appraisal tool?

The biggest thing for me is I want the customer to feel like they are getting an accurate number and it is coming from an accurate source. With KBB, I was getting such a big range on trade values; we were looking at a $5000 car and KBB was showing the customer $9000 for it. And vice versa. The car's worth $6000 and I do a Black Book appraisal and they hit me with $3000. With Edmunds, the values are the most accurate that we have found out of any vendor at this point. Edmunds is giving us a reasonable trade value that the dealer is happy with. Every customer is going to stress about their trade value because they want to get the most that they can for it, as they should.

What type of results are you experiencing with Edmunds' new trade valuation tool?

Lead volume is up with the new trade-in tool and the quality of leads has improved quite a bit. We had our biggest month ever in August with the new product. Basically, we doubled the lead volume we were doing previously. Our bounce rate is now half of what it was with KBB. Close rates on KBB were 3-4% and we are a store that averages around 12-14%. With Edmunds, our close rate is around 17%.

What is it about the Edmunds' process that drives the improved results?

The clickability of the form. I am a tech guy and I am impatient so I get that 'fast is good.' The easier it is for somebody to provide us that information, the more likely you are to get a lead out of it. Their process is so stream-lined – I can get all my information in there in less than 30 seconds. To me, KBB is a lot less serious shopper where Edmunds is going to gather a little lower funnel customer.

What type of support does the Edmunds' team provide to you?

The team has been absolutely great. They know my business and they say, "for you, these things would work - Let's try the trade tool". It gives us the opportunity to try something for three months. I like that because I am a big A/B test guy. From a service perspective, if they see data that looks out of the norm for my store - lead conversion rate has gone down or bounce rate has gone up – I will always get a phone call. *Let's take a look and figure out what the issue is. Is it a website issue?* They provide me with absolutely everything I need.

Is this a product you would recommend to other dealers?

You have a lot of vendors that will generate a lot of leads but those leads are not great - not closing well. Edmunds has been a full spectrum for us: the leads are increasing, the form submissions are increasing, the bounce rate is decreasing, and the close percentage is increasing. You can't really ask for much more than that. It's providing everything that we could have asked for and, honestly, much more.

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Jay Frank, General Manager, Century Chevrolet, Broomfield, Colorado

Why were you interested in a new appraisal tool?

My previous trade-in tool was providing values that were wrong for my marketplace; I needed synergy with the local area. When I talked to my Edmunds account rep, she told me about the new valuation tool they were bringing to market; it had the book values that I wanted for my dealership, and I wanted to test it.

Now that you have experienced the tool, what do you like best about it?

It's a multi-channel, multi-touchpoint lead generator. Maybe the shopper doesn't come on the site interested in valuing their trade-in; they don't even know if they are going to find a car they like. So they don't click on 'Value Your Trade.' They finally click into a VDP that looks interesting and they are served a banner that says *"Do you know what your trade-in is worth? Let Edmunds appraise it for you now*." The second or third time they see that banner pop up, they are finally in the purchase mindset so they make the few clicks necessary to value their trade in. I like that Edmunds is proactive in their outreach and doesn't depend solely on the customer's initiative. The fact that it's very intuitive makes it very effective.

Do you feel that the Edmunds' brand lends more credibility to the valuation process?

That's one of the assets that I feel strongly about. Edmunds is a directory service that offers trade value. I think that is a real confidence booster for the consumer. When they see the banner on the website that offers for Edmunds to do their appraisal, they know it's a qualified, credible, and trustworthy value that they will be provided. They are thinking *"Oh wow, Edmunds knows cars and they are going to give me a number I know is right."*

How has the Edmunds trade valuation tool been working for you?

The Form Completion Rate (FCR) has everything to do with ease of use. We have a luxury brand, Lexus, and in our first month, we are experiencing 42.86% FCR on our appraisal page. The more fields a customer has to execute, the greater the fallout. This month, our new leads are closing at about 10%. The cost is very reasonable and my cost per lead is lower than my other vendors.

Do you feel you get the support you need from the Edmunds' team to make this product implementation a success?

I have several other Edmunds' products, and I have a great relationship with my Account Manager. They are very involved in my business, and we brainstorm improvements. I consider them one of my best vendors and they really do a great job for me. I am excited to see the ongoing results this new product will bring because we are certainly starting off strong. Customers are more and more educated with their online research, and we want to evolve just as rapidly. That means providing consumers with forward-thinking products that are transparent and deliver credible and trustworthy information which also serves to bolster the dealership relationship.

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Summary

Consumers have a decreased tolerance for delayed gratification. It has become a 'want it NOW' world and dealers have to come to grips with how to deliver what the consumer desires in a fast and convenient manner. The information has to be accurate, transparent, and trustworthy. In my opinion, Edmunds has addressed each of these criteria and delivered a solution that satisfies the shoppers' demands. The dealers interviewed reaffirmed that reducing the clicks and improving the speed of entry was a key criteria for their increase in FCR. They also felt that the brand recognition of Edmunds as a trustworthy and credible third-party valuation source played an important role in the comfort level of the customer. Chris McGrew of Crown Acura specifically pointed out that if the customer feels satisfied about their trade-in value, it's *"one less barrier that the customer is putting up to us before the deal is done."*

The fact that Edmunds Trade-in Tool has the highest Form Completion Rate PCG has seen, averaging 40-45%, is confirmation that Edmunds has provided the consumer with a process that they find convenient and believable. In this mobile age of living and working on one's smartphone, Edmunds Trade-in Tool has an even greater FCR on mobile than desktop. Lead quantity is important but lead quality creates the greater efficiency within the dealership. Taking a deep dive into the data for Crown Acura, I found that, in recent months, they experienced as high as a 30% close rate of leads from the Edmunds Trade-in Tool. This knowledge allows sales managers to prioritize the leads their team is working and maximize every hour of the day. Additionally, Edmunds can deliver real-time information to dealers about shoppers who have recently visited the Edmunds website and are now using the Edmunds Trade-In Tool. That's actionable data that allows the dealer to be proactive with the right message at the right time.

Dealers who are still using trade appraisal tools utilizing iframe construction are essentially throwing data down a black hole. I was pleased to see that Edmunds' new valuation tool is ***100% native, GA compliant and Vistadash compatible*** - allowing the dealer to see and interact with every facet of the information gathering process. UTM codes can be implemented for additional in-depth tracking, giving the dealer optimum data to maximize their ad spend.

"I wanted to be able to use a trusted name like Edmunds for the believability factor of our offers. We have a long relationship with Edmunds and wanted to be part of the development of a consumer-facing tool that was quick and easy, with a back-end that I could track in my Google Analytics. I also wanted the tool to be native in our website, keeping shoppers on the same page (such as the VDP of choice), so they don't get left on a blind confirmation page."

Nathan Rodriguez, Digital Marketing Manager, Lia Auto Group

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About PCG Research



Brian Pasch, founder of PCG Companies, formed PCG Research to provide comprehensive product research for the automotive community. Brian has been actively involved with automotive franchise dealers since 2005.

Brian has authored four bestselling books for the automotive industry: "Swimming with Digital Sharks," "Mastering Automotive Digital Marketing," "Selling Cars in a Digital Age," and "Unfair Advantage." In 2018, he has published two new books "Just Faster!" and the "Automotive Digital Marketing Playbook." The former is focused on the evolution of online sales and the latter analyzes the auto industry's move toward digital retailing. Brian's books are also available in electronic formats and are being used at **Northwood University** to educate the next generation of automotive professionals.

Brian is now pioneering a new style of online education for the automotive industry. Details on the PCG strategy and their library of online workshops can be found by visiting www.pcgtraining.com.

Brian is an active conference speaker, 20 Group presenter, and coach to both dealers and members of the vendor community. He has presented workshops at NADA, Digital Dealer, DrivingSales Executive Summit, Kain Automotive Workshops, Innovative Dealer Summit, Automotive Boot Camp, AutoCon, VinWorx, TrueCar Dealer Summits, and the Digital Marketing Strategies Conference. Brian is Google Analytics certified and PCG is a Google Partner company.

Brian has led PCG's expansion into international markets where his training curriculum is being utilized by dealer groups and manufacturers as part of a change management process.

PCG is also the driving force behind the automotive industry's most respected annual awards for marketing technology, the AWA Awards. Each year, Brian and the PCG team conduct in-depth product reviews to assist dealers to choose the best technology for their business operations.

Upcoming Speaking Events

Brian Pasch and Glenn Pasch will be conducting workshops at the upcoming automotive conferences:

- NADA National Convention – January 24-27, 2019 in San Francisco, California
- Digital Marketing Strategies Conference – May 19-21, 2019 at the Marriot Resort in Napa Valley, California

PCG executives are available for dealer group meetings, 20 Group training events, or automotive conferences. For information regarding this report or to book a speaking engagement, contact Brian Pasch at 732-450-8200.

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