



**Auto Remarketing Canada**  
**CONFERENCE**

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The used car purchase journey:

# What your customers aren't telling you

Sponsored by: **CARPROOF** 

# CARPROOF Driving Insights

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- ▶ In 2017, Drew Harden, CARPROOF's Manager, Research & Insights, spent seven weeks visiting car dealerships across Canada, sitting down for face-to-face conversations with 100 dealership staff and managers
- ▶ The goal? To learn about, see, and experience the challenges faced by Canadian used car dealers
- ▶ We then set out to provide insight into these challenges, through a program we call: CARPROOF Driving Insights

# CARPROOF Driving Insights

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- ▶ We're kicking off CARPROOF Driving Insights with three topics, all focused on information used car buyers don't share with dealers
- ▶ To see the full articles, please visit: [www.carproof.com/insights](http://www.carproof.com/insights)
- ▶ If you have questions, comments, or are interested in participating in the next round of dealership visits, contact Drew: [askdrew@carproof.com](mailto:askdrew@carproof.com)

# What used car buyers **don't tell you**

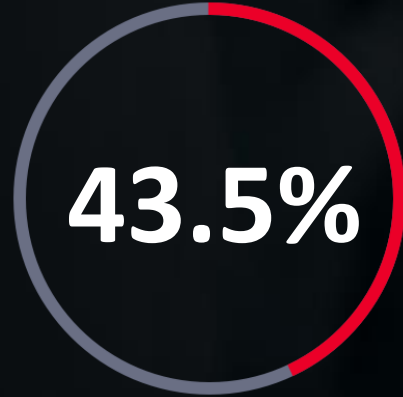
- ▶ Where do silent leads come from?
- ▶ Why did that customer leave?
- ▶ How many people look at online reviews?

\*All research ideas are sourced directly from interviews with Canadian car dealers.  
All research findings are based on a February 2018 cross-Canada survey of 1000 used car buyers who had purchased a vehicle from a dealership within the past 6 months.

askdrew@carproof.com

# Where do silent leads come from?

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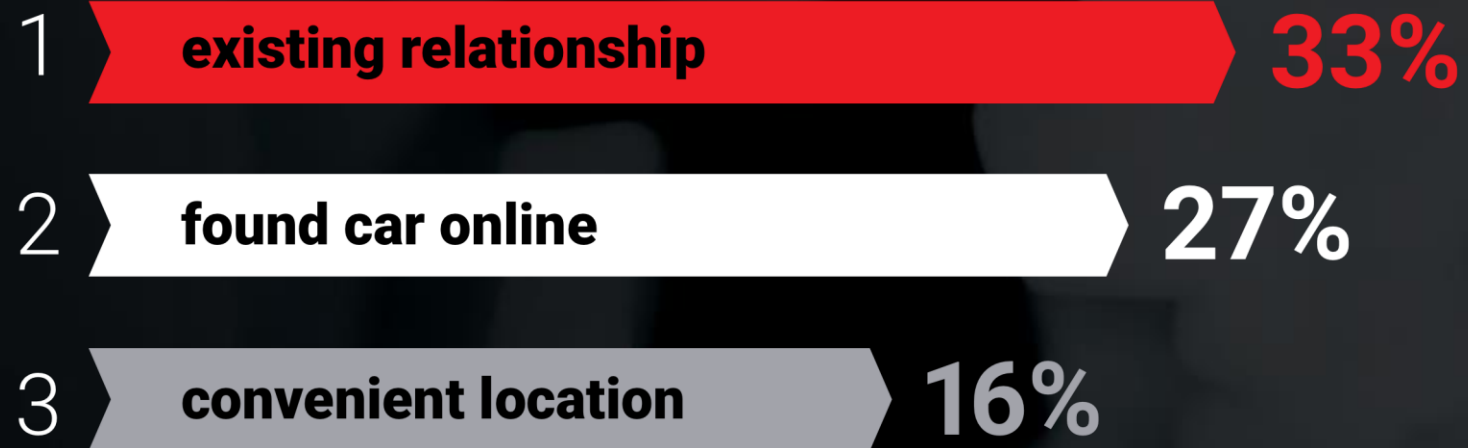


of Canadian used car buyers are silent leads

- ▶ Higher conversion
- ▶ Less shopping around

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# Where do silent leads come from?



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# Why did that customer **leave**?

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**55%**

of Canadian used car buyers revealed that when they leave your dealership without buying, they don't tell you the *real* reason they left.

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## The most common **excuse**

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“

This all sounds fine, but I need some time to think, and I have to talk to my spouse.

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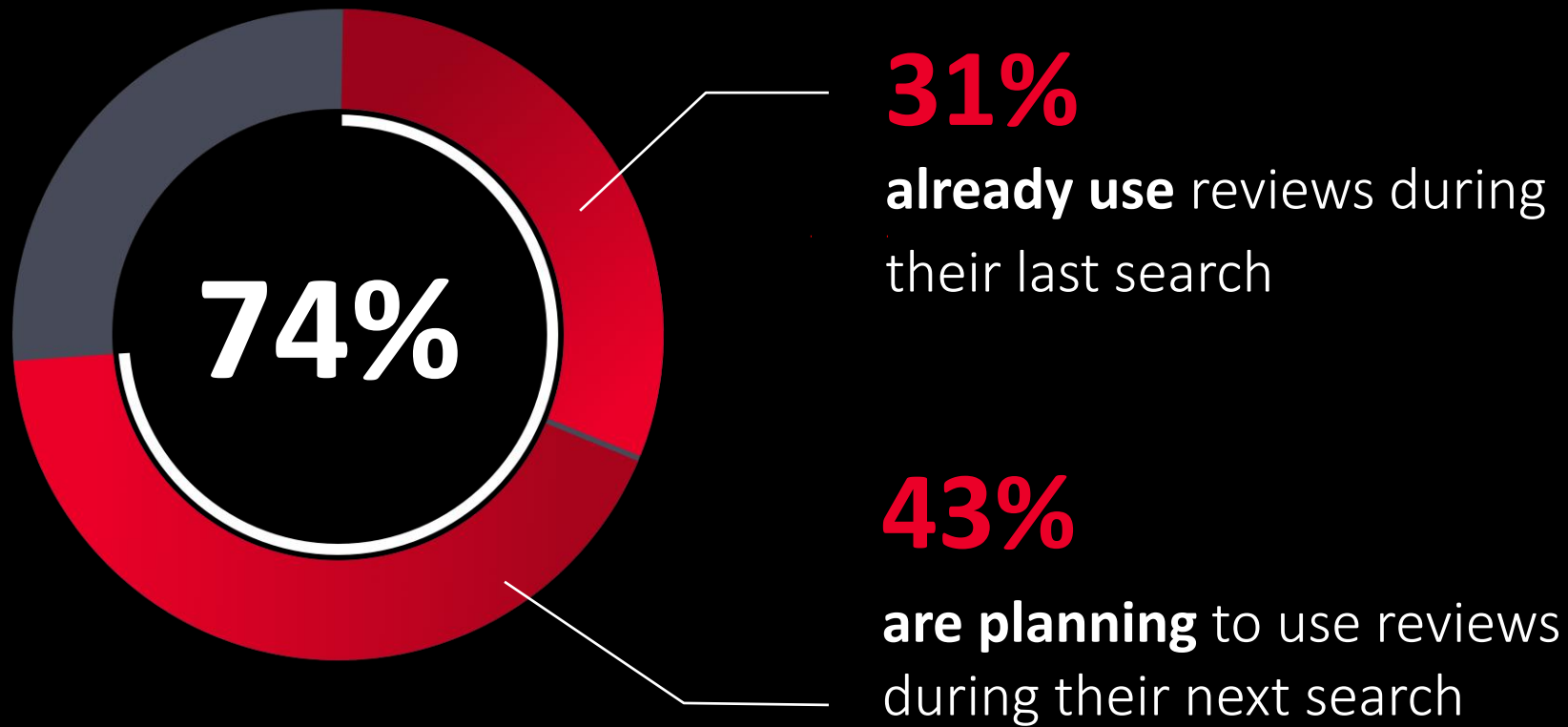
## Top 5 reasons they *really* leave



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# How many people look at **online reviews**?

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# How many people look at **online reviews**?

**5%**

of used car buyers said that online reviews were their **primary reason** for visiting a dealership

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# Where do people look for reviews?

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**70%** of review users search  
for reviews on Google

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# How to get **more reviews**

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**75%** of review users will leave reviews – if you ask them


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# Top 5 things customers want to see in your reviews

1. Fresh, recent reviews
2. Balanced content
3. Responses to negative reviews
4. Information about service, not just sales
5. Examples of going above and beyond



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Questions?

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