

# Pave the Path to Purchase: Turn Website Traffic into Sales



**Michael DeVito**

*Chief Creative Officer* | DealerOn | Rockville, MD  
410-635-4446 | [michael@dealeron.com](mailto:michael@dealeron.com)

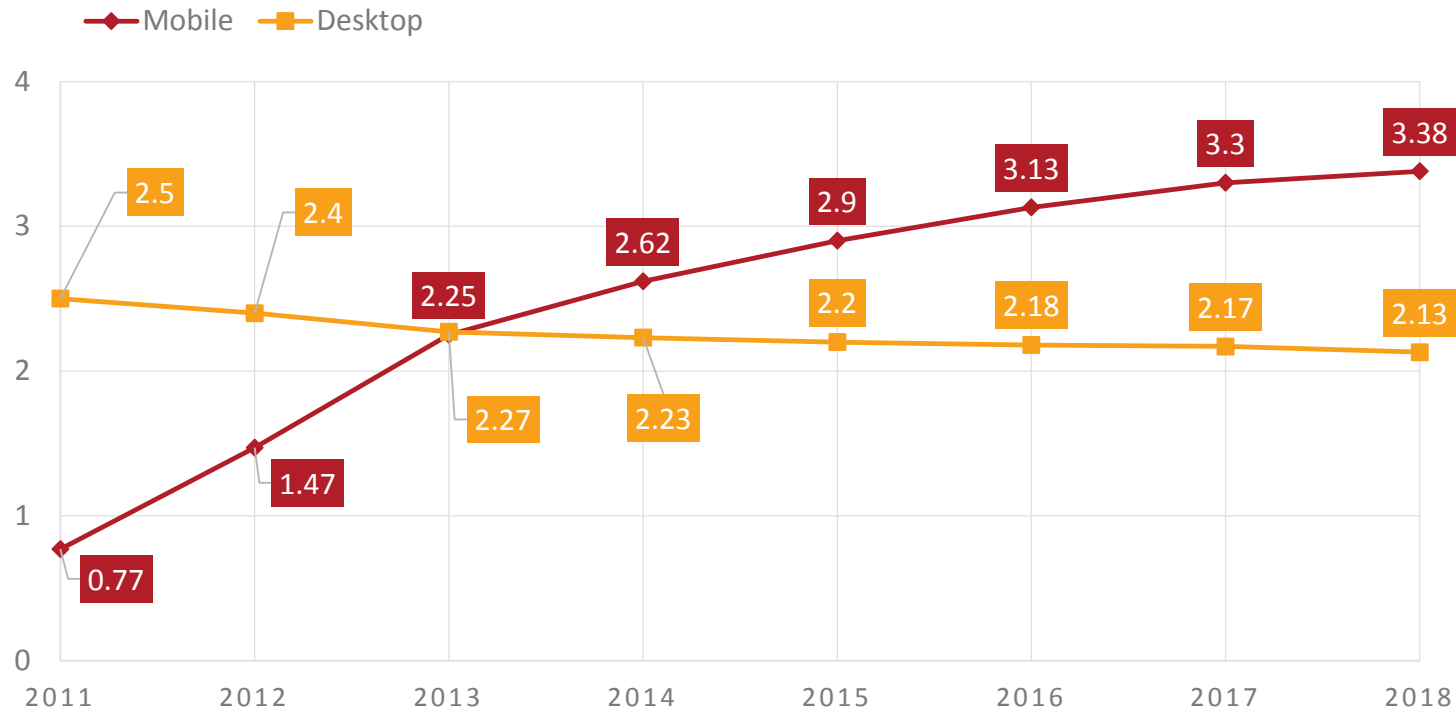
**@mdevito**  
**#NADASHOW**

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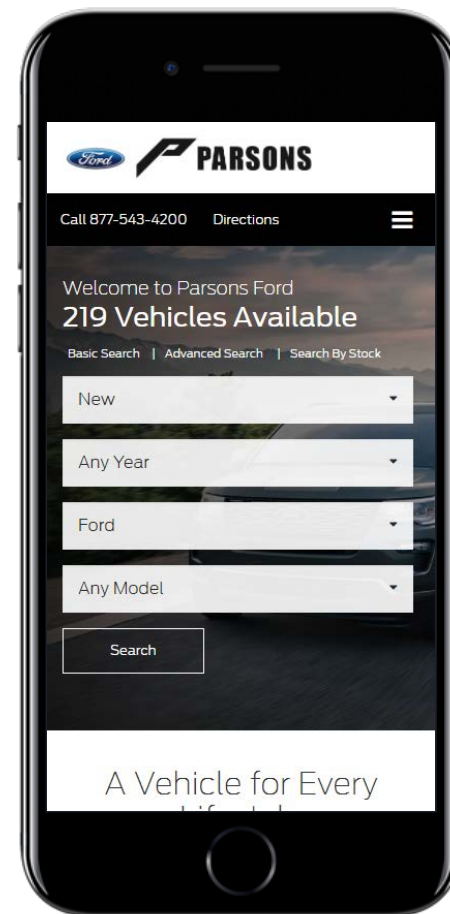
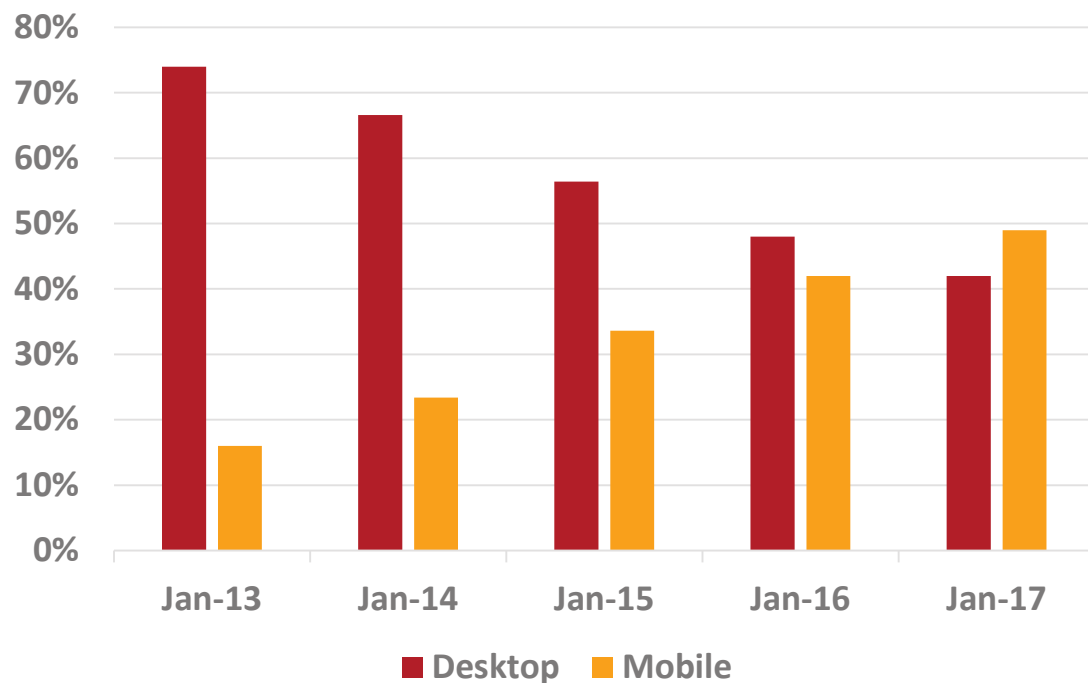
# The Continuing Rise Of Mobile

## Average Hours Per Day With Media By US Adults



# The Continuing Rise Of Mobile

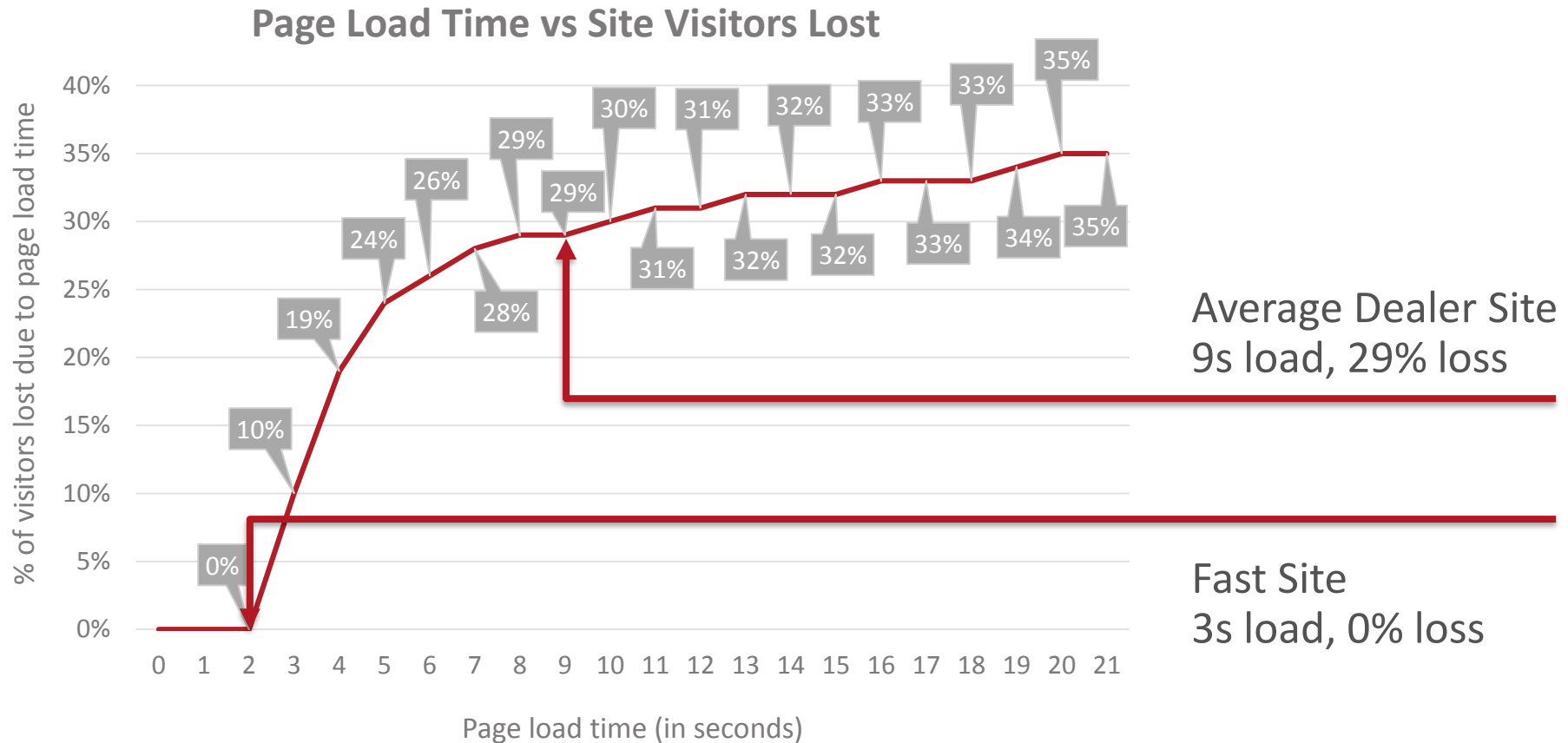
Dealers' Website Traffic:  
Mobile Passes Desktop



DealerOn Customer Data,  
January 2017

# For Mobile, Speed is King

# Google Says Avg Dealer Mobile Page Loses 28% of traffic before page loads



# Google Mobile Testing Tool

think with Google

TEST ANOTHER URL

GET MY FREE REPORT

www.jimcolemantoyota.com

3s

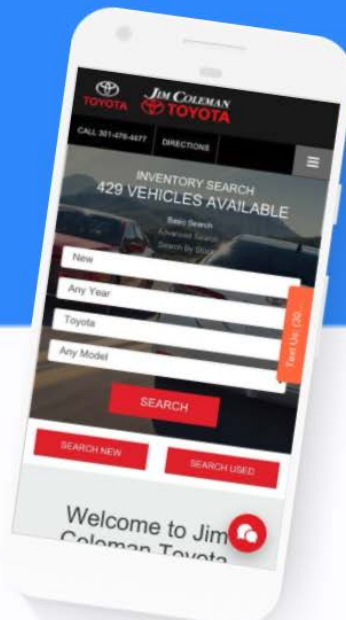
Loading time on 3G: **Excellent**

Low

Est. Visitor loss  
(Due to loading time)

Find out how to speed up your site to keep more visitors.

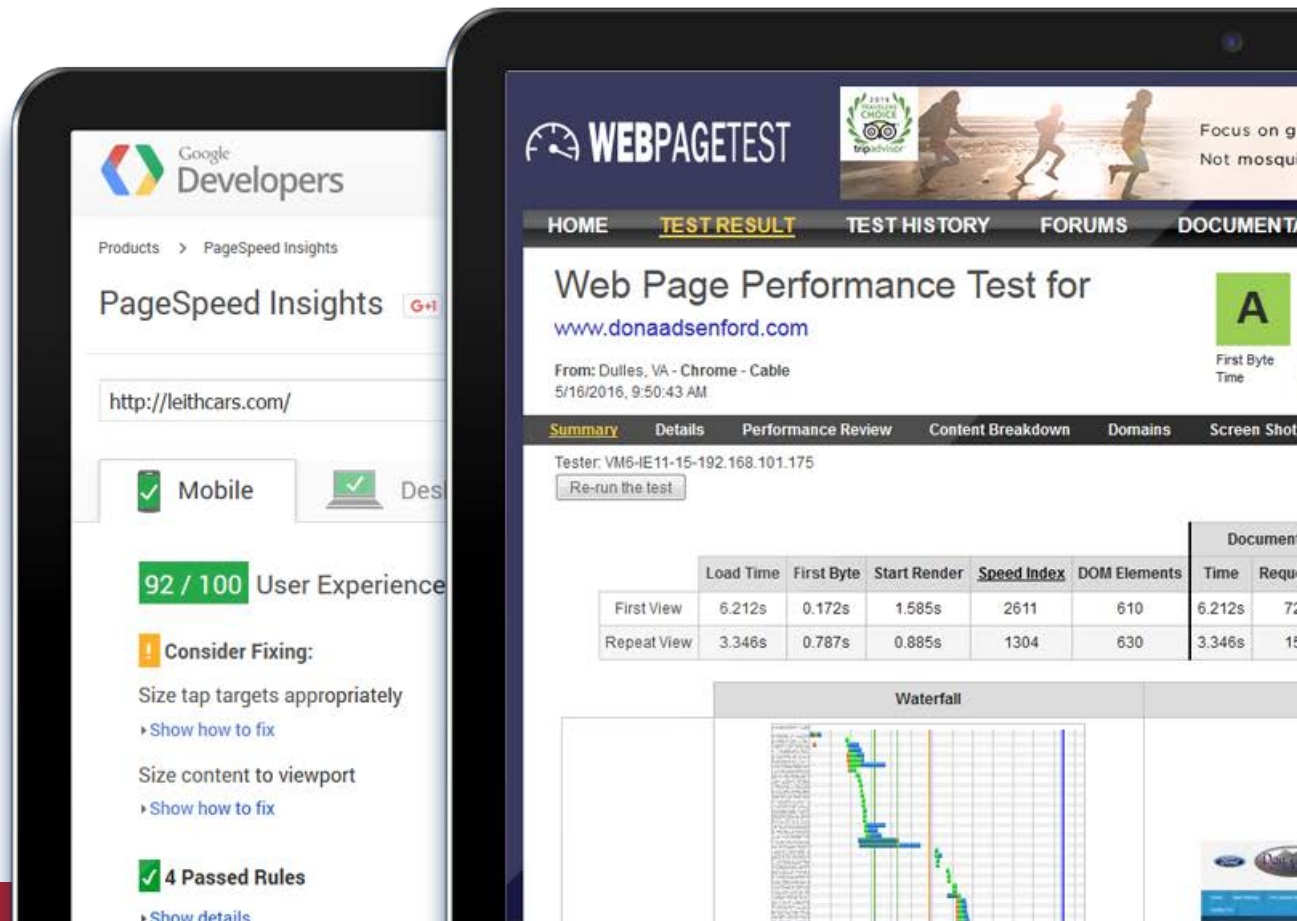
GET MY FREE REPORT



# Diagnose Your Site: WebPageTest.org

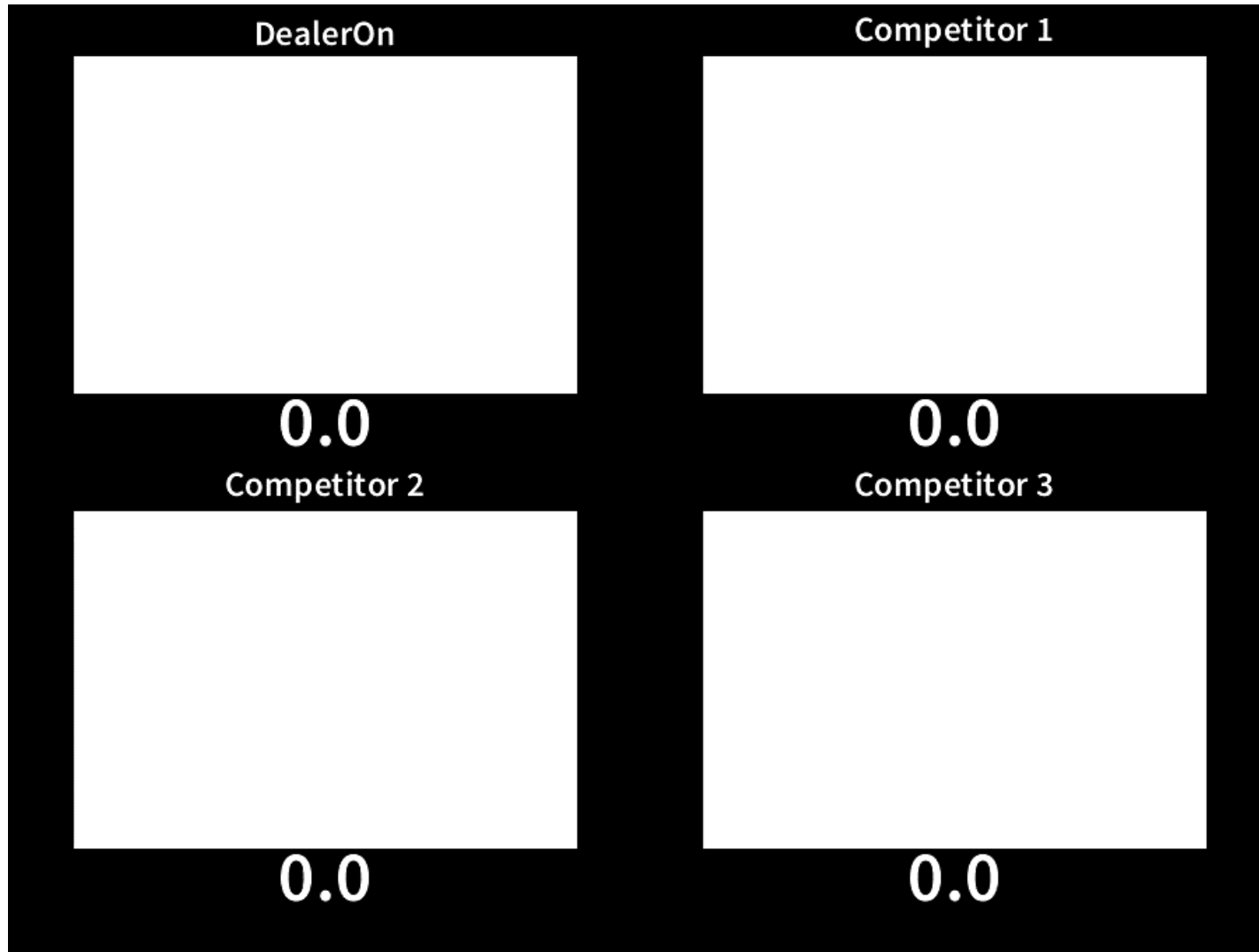
53%

Abandon a site if  
takes more than 3  
seconds to load  
(visually complete)





# Compare Your Site WebPageTest.org



# How Much Gross is the Average Dealer Mobile Site Costing?

Metric	Average Site
Traffic	3,000
Load Time	9s
% Loss	29%
Traffic Loss	870
Conversion Rate	10%
Lost Leads	87
Leads / Sale	15%
Lost Sales	13.05
Gross / Sale	\$2,200
<b>Lost Gross</b>	<b>\$28,710</b>

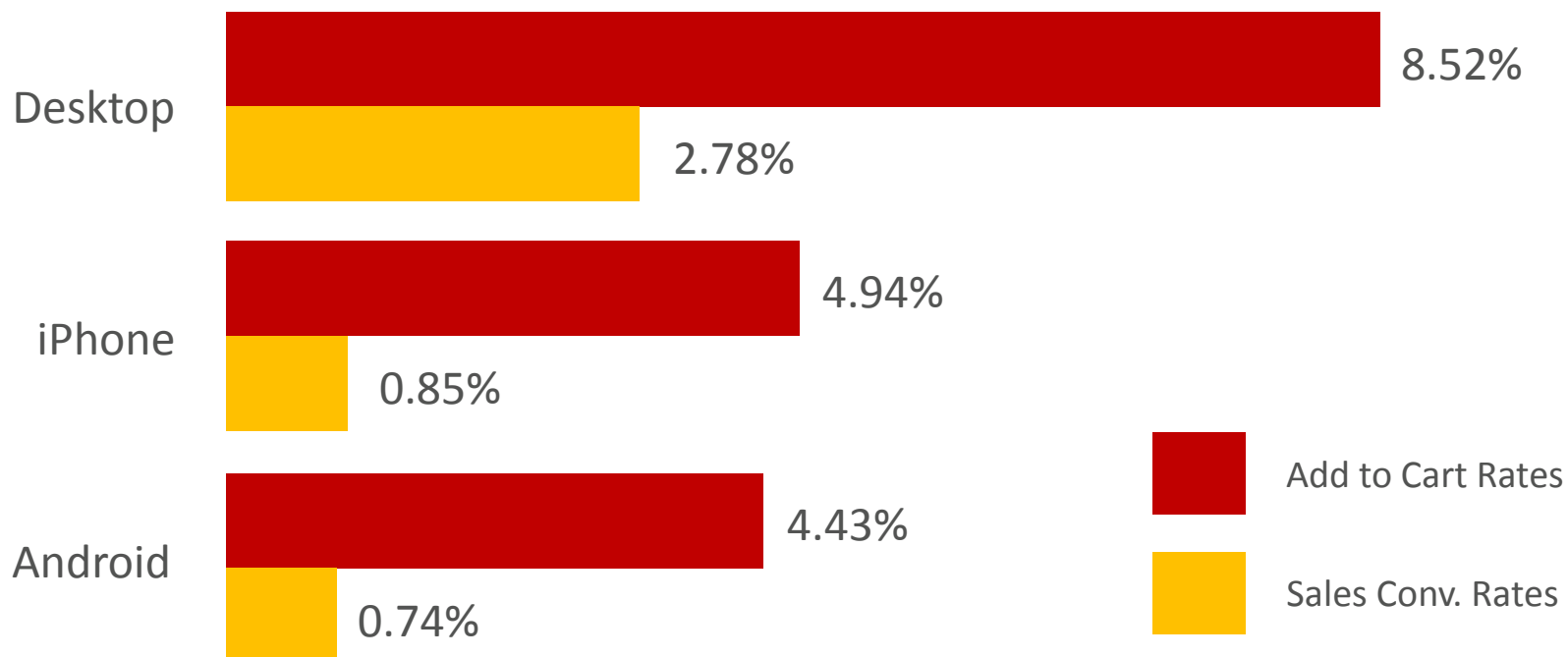
# How Much Are You Wasting On Mobile SEM Because Of Your Slow Landing Pages?

Metric	Average Site	Fast Site	Change
Mobile Ad Spend	\$5,000	\$5,000	
Load Time	9s	3s	
% Loss	29%	0%	
Click Cost	\$2.50	\$2.50	
Clicks	2,000	2,000	
Click Loss	580	0	
Clicks	1420	2000	
Conv Rate	10%	10%	
Leads	142	200	+58
Leads/Sale	15%	15%	
<b>Sales</b>	<b>21.3</b>	<b>30</b>	<b>+8.7</b>
Gross/Sale	\$2,200	\$2,200	
<b>Gross</b>	<b>\$46,860</b>	<b>\$66,000</b>	<b>+\$19,140</b>

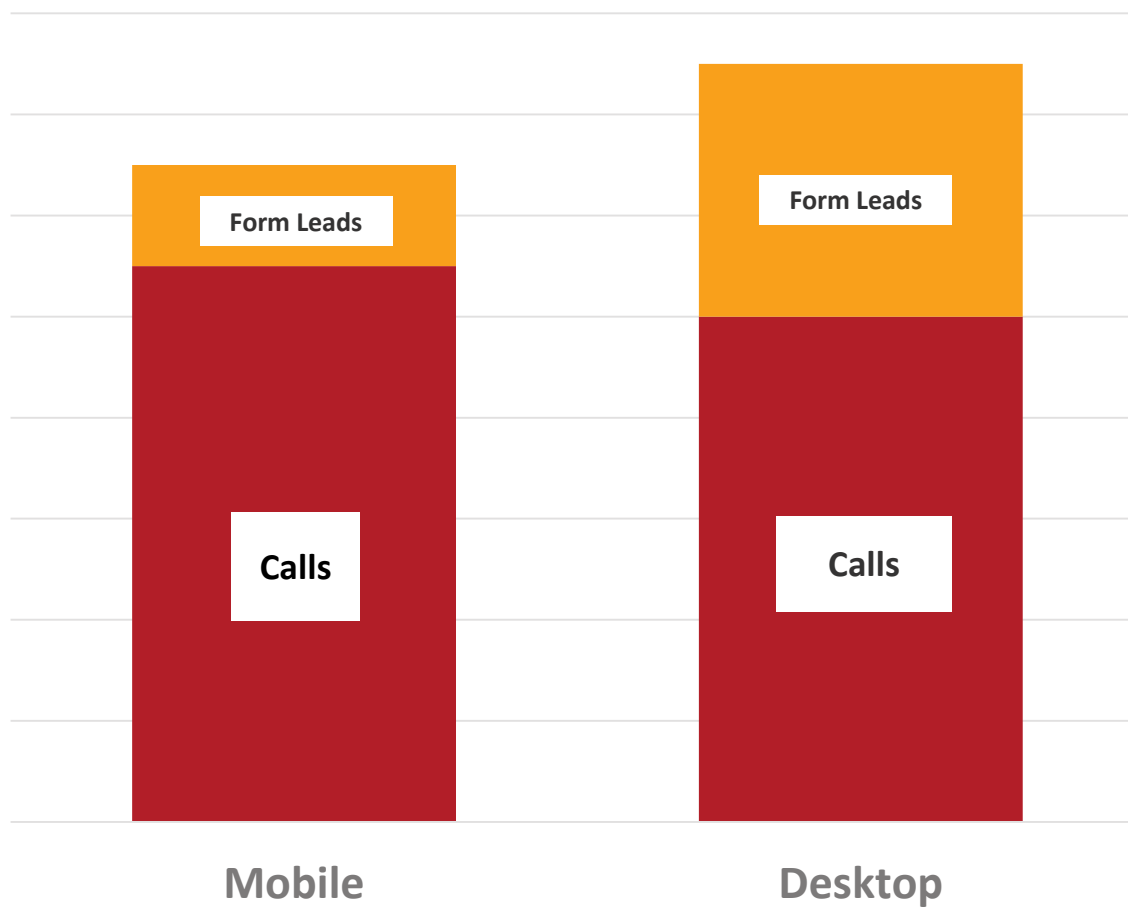
# Mobile Conversion

# Mobile Conversion Rates Aren't Good

NOT EVEN HALF OF DESKTOP

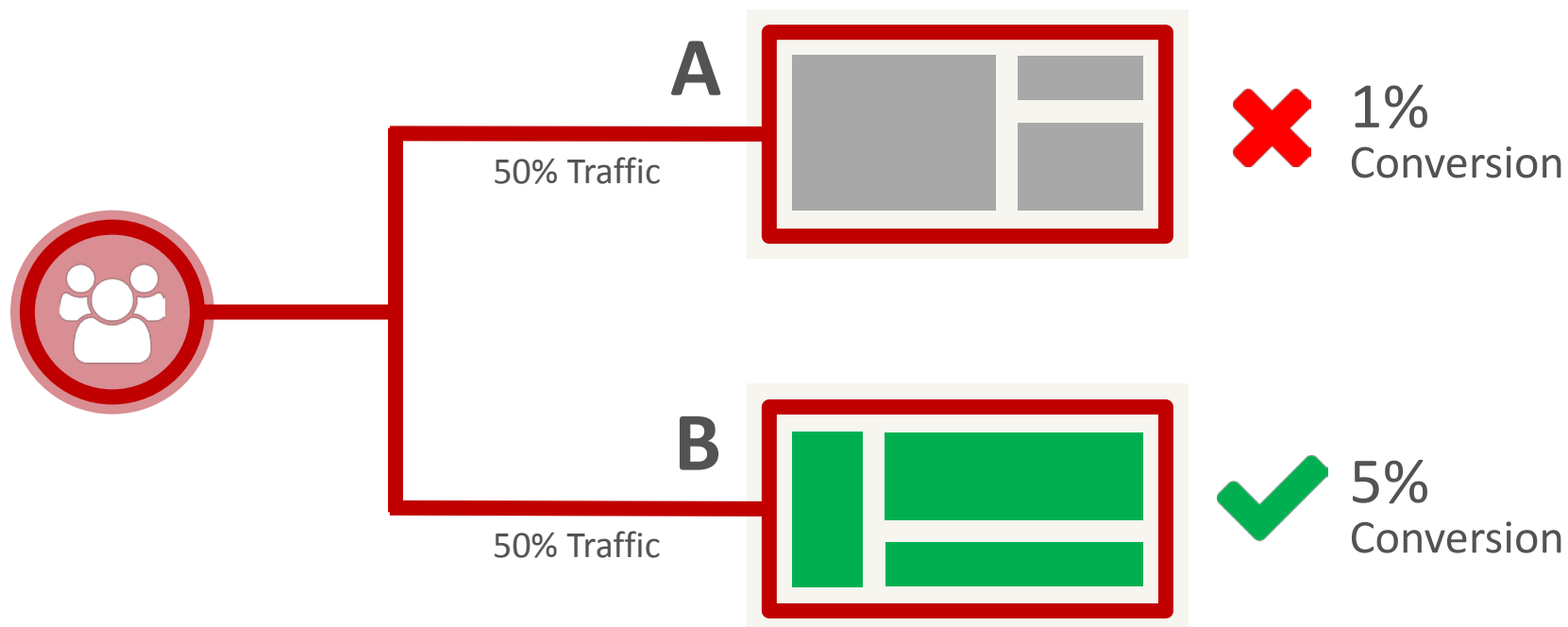


# Car Buyers Have Changed



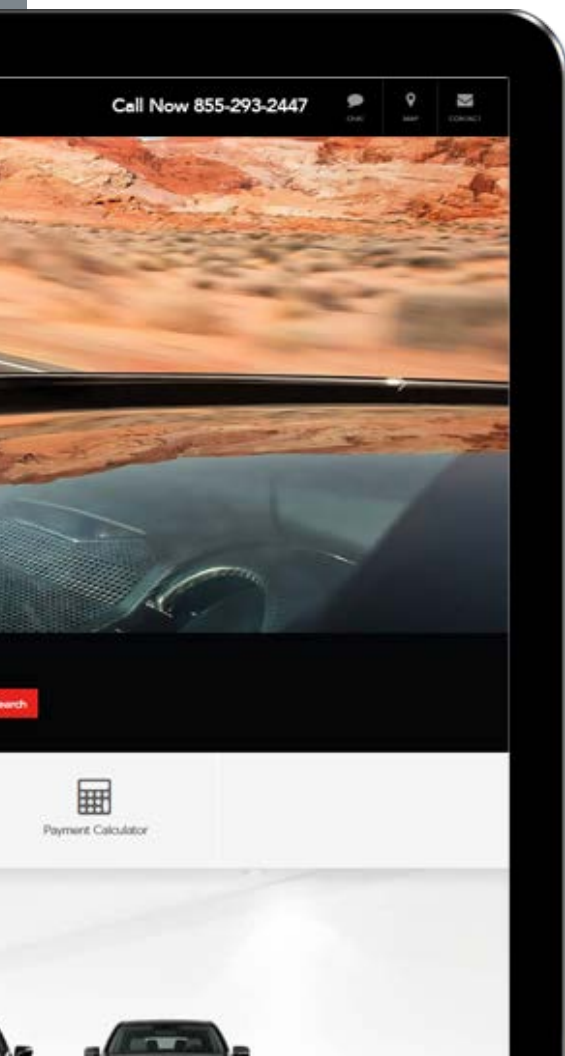
# Split Your Split Testing

## MOBILE TESTING STRATEGY



# Different Metrics For Success

CUSTOMIZE EXPERIENCE FOR DEVICE



## Desktop

Primary  
Form Lead  
Phone Call  
Service Appointment

## Secondary

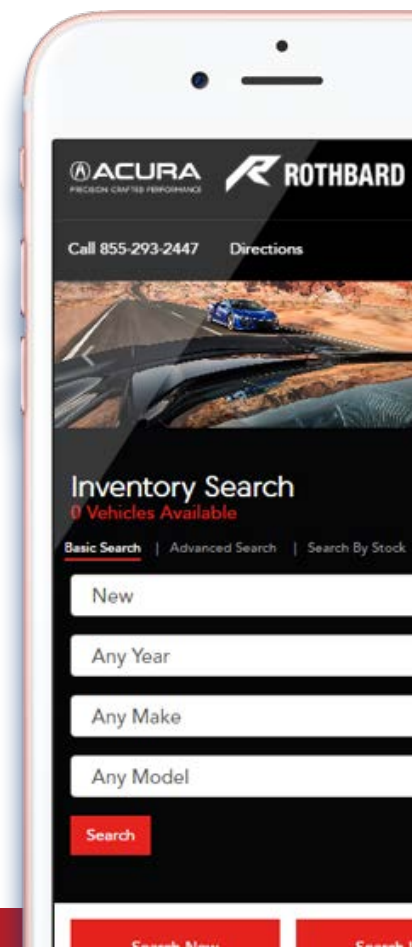
Coupon Print  
VDP Views  
Hours & Direction Page

## Mobile

Primary  
Click-to-Call  
Google Map Click from Mobile  
Text

## Secondary

VDP Views  
Lead Submission  
EWallet Download





# Automotive Website UX Failures

## FREE FORM SEARCH BOX AS PRIMARY HOMEPAGE NAVIGATION



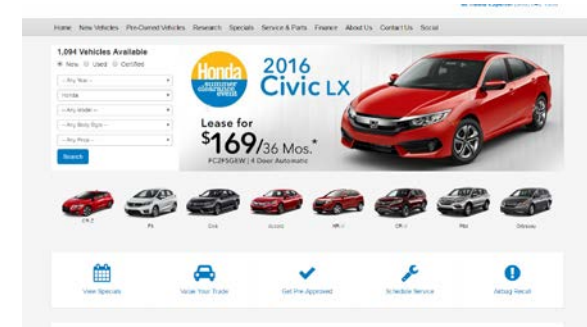
Webpages Indexed:

60,000,000,000,000



Products Indexed:

488,000,000



Vehicles:

1,094

New Models:

8

# Filtered > Free Form Search

FREE FORM SEARCH BOX AS PRIMARY NAVIGATION



Filtered

Call 406-676-4420   Directions

**\$100 OFF! NEW OR PRE-OWNED VEHICLES**  
TAP TO GET THIS OFFER

**66 Vehicles Available**

☒ New   ☐ Used   ☐ Certified

-- Any Year --

Ford

-- Any Model --

-- Any Body Style --

-- Any Price --

Search

Sarasota Ford

Open Today!   Sales: 8:30am-8pm   Service: 7:30am-6pm

Search any model, color or trim ...

- or select -

Type   Year

Make   Model

NEW VEHICLES

USED VEHICLES

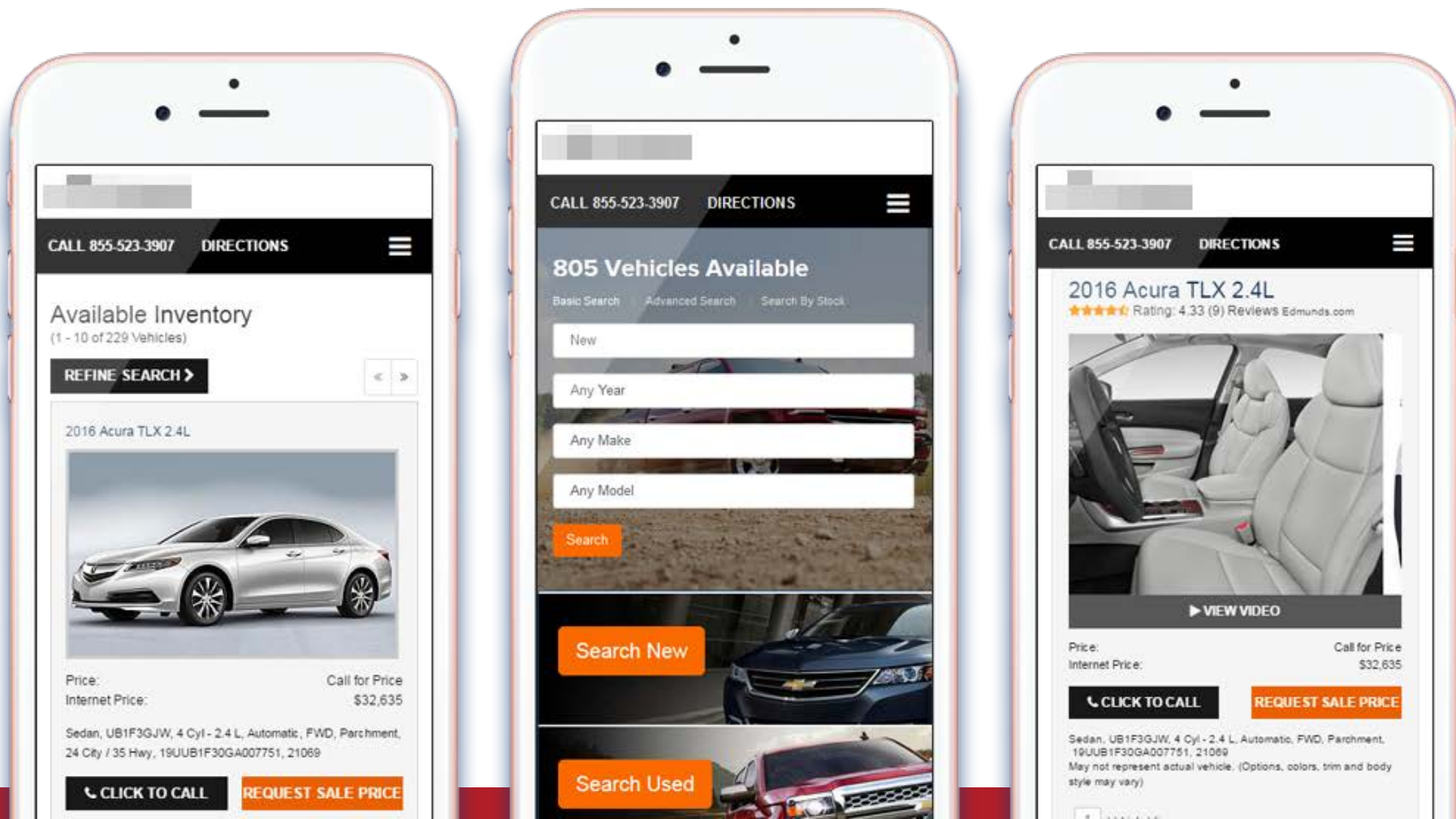
Search   Saved   Share   Contact



Free Form

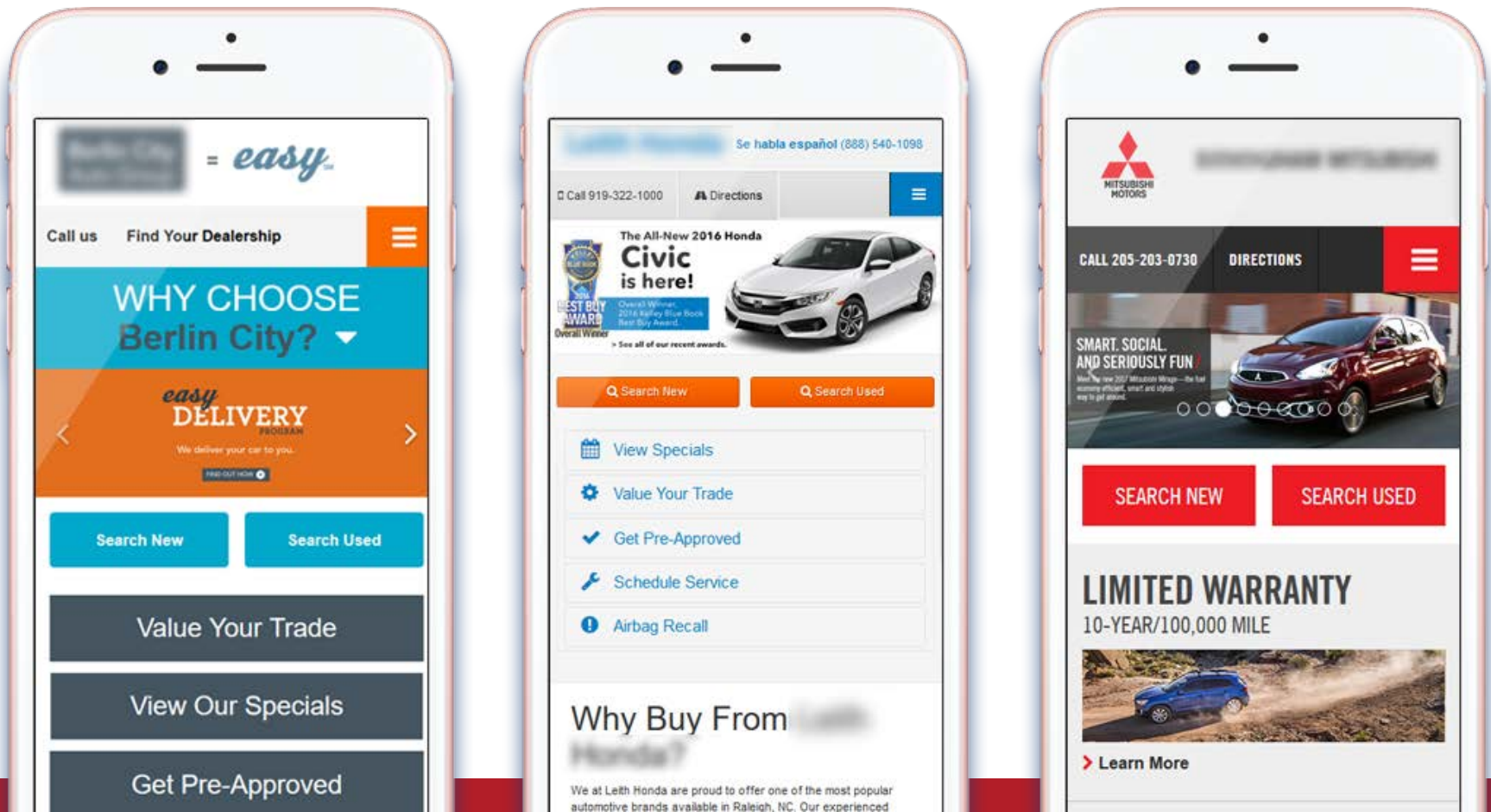
# Optimize Experience For Mobile

FAST, SIMPLE, EASY



# Don't Rely On Rotating Banners

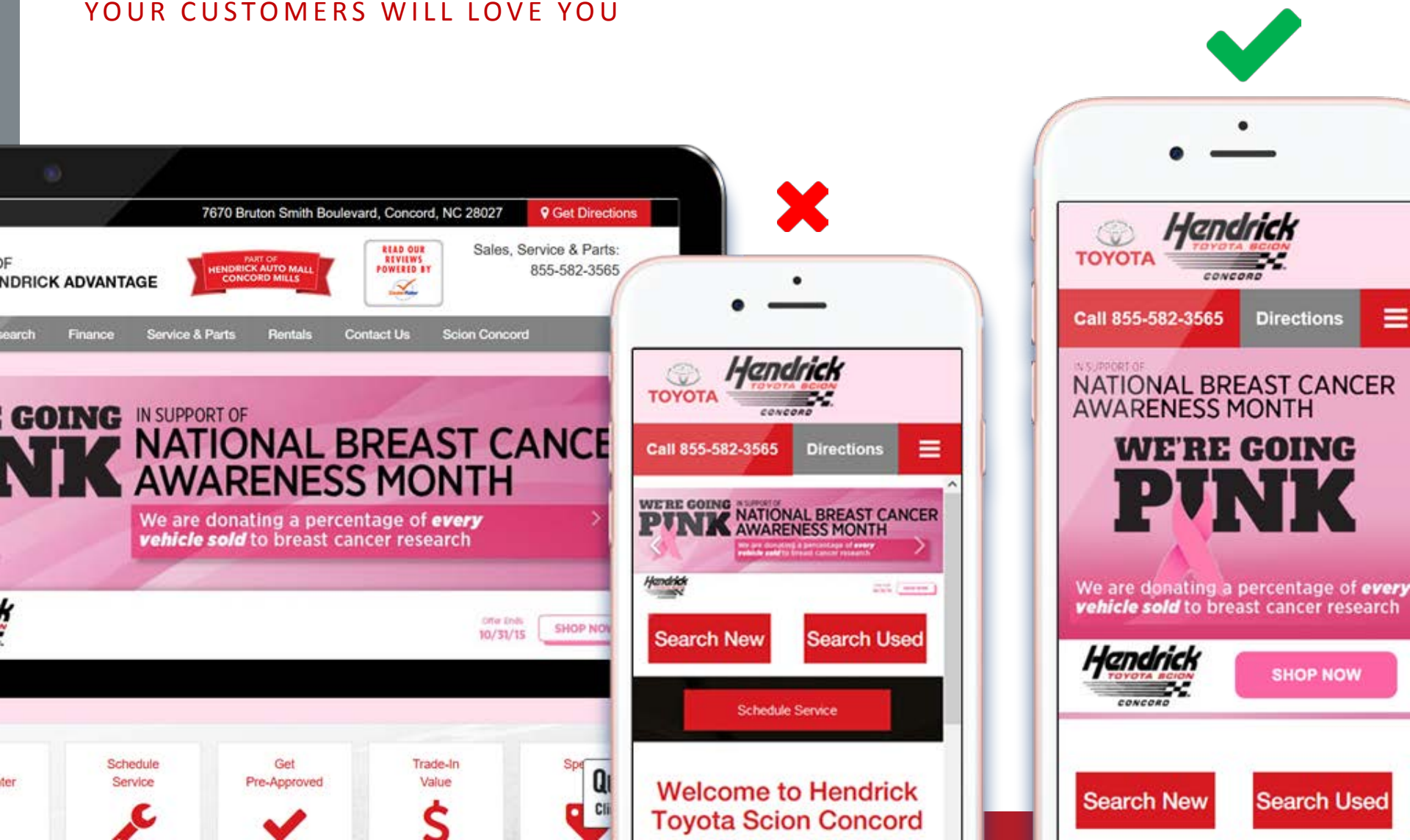
MOBILE JUST AS BAD AND IN MOST CASES WORSE





# Design For The Device

YOUR CUSTOMERS WILL LOVE YOU

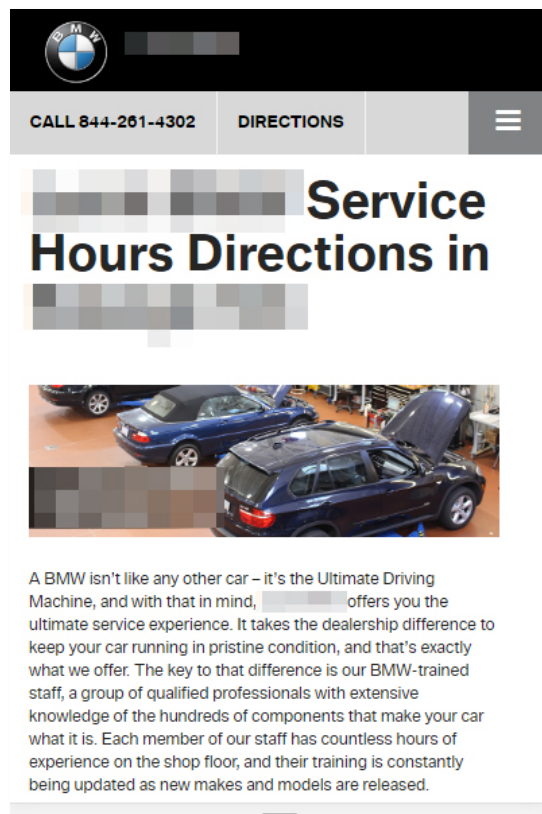


# Landing Pages Take Time & Skill

EVEN TOUGHER ON MOBILE THAN DESKTOP

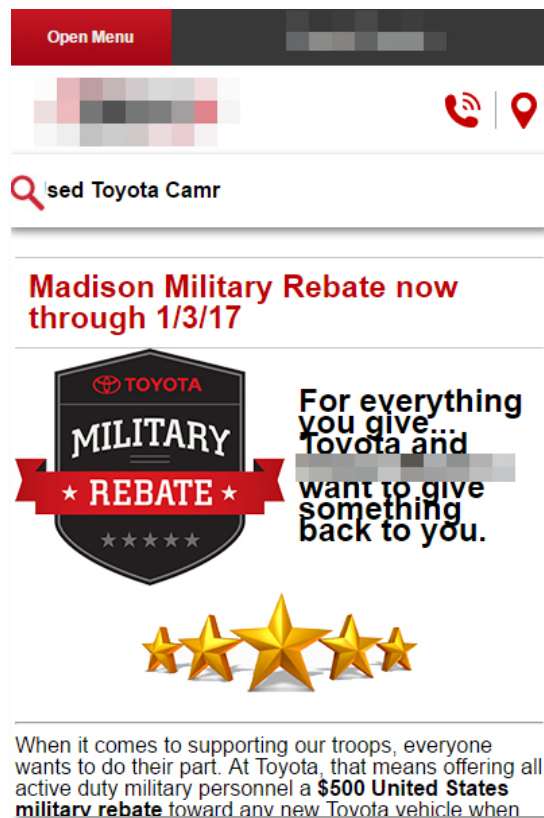
## Service Center

- No Hours
- No Directions
- No CTA



## Military Rebates

- Talks about Toyota Camry
- No CTA



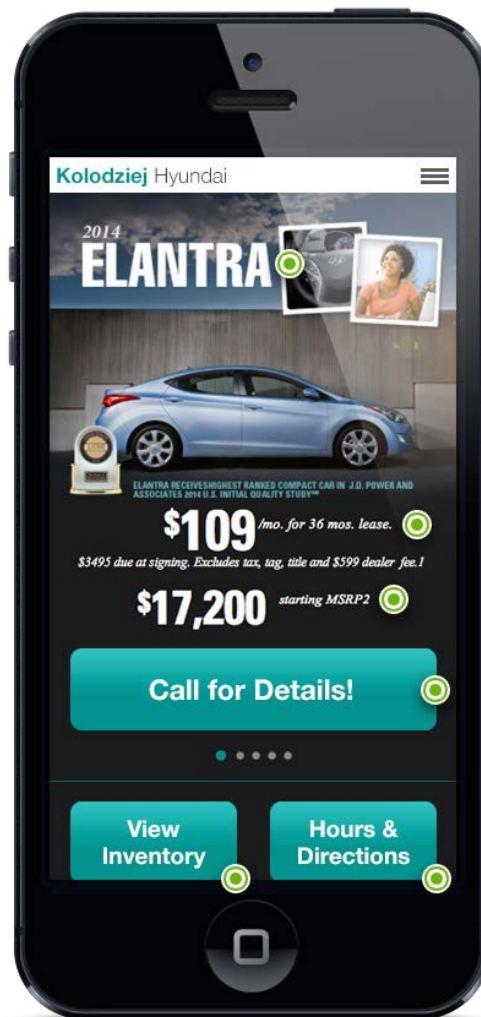
## Owner's Experience

- Off Message
- No CTA
- Cut Off Message



# Best Practice

DESIGN TO IMPROVE  
CONVERSION

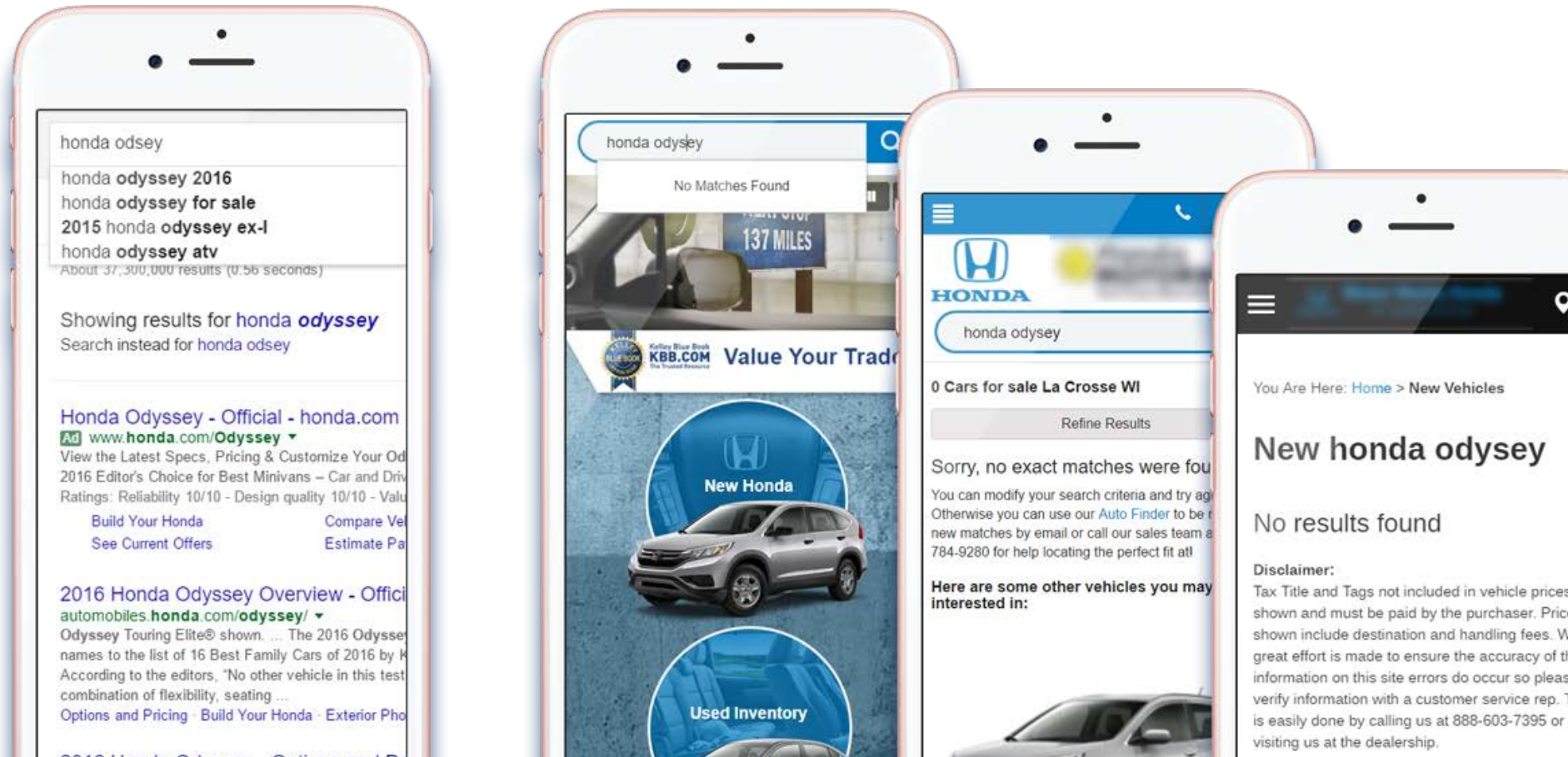


**200%**  
Increase

In Click-To-Call  
Conversion Rate  
(single above the fold call  
to action)

# General Industry UX Failures

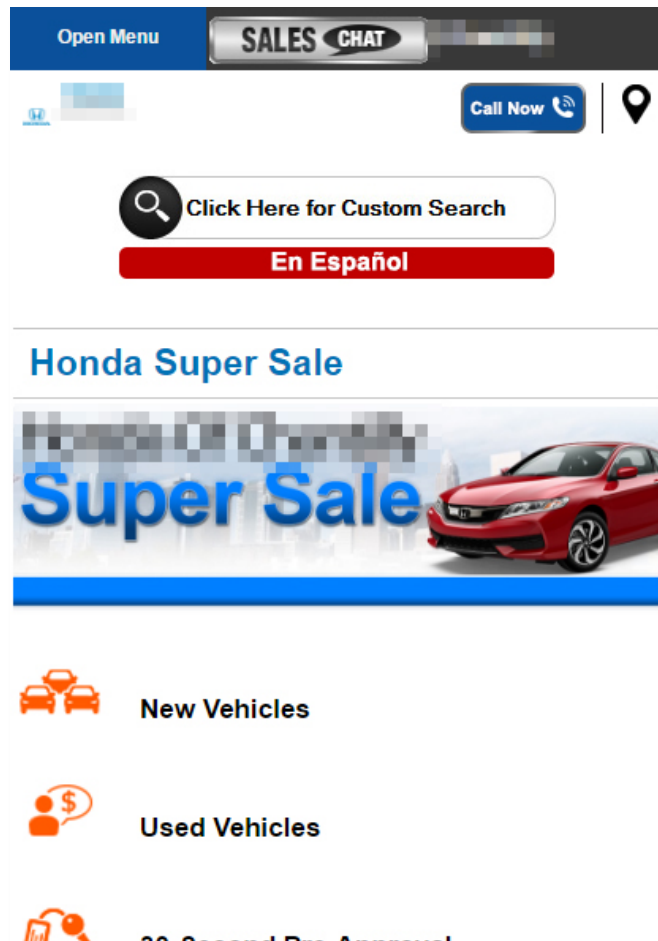
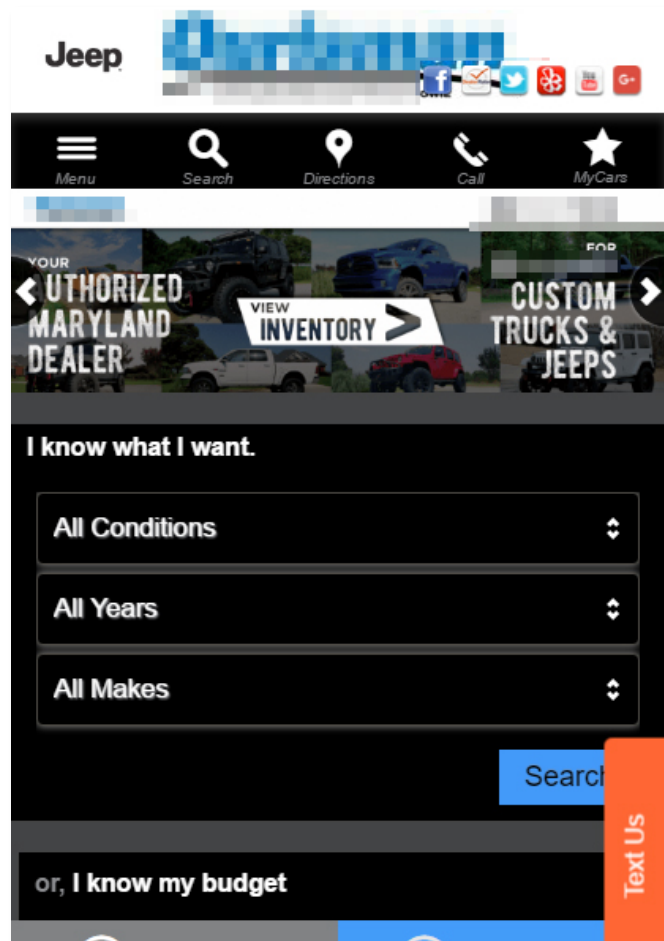
## FREE FORM SEARCH BOX AS PRIMARY NAVIGATION





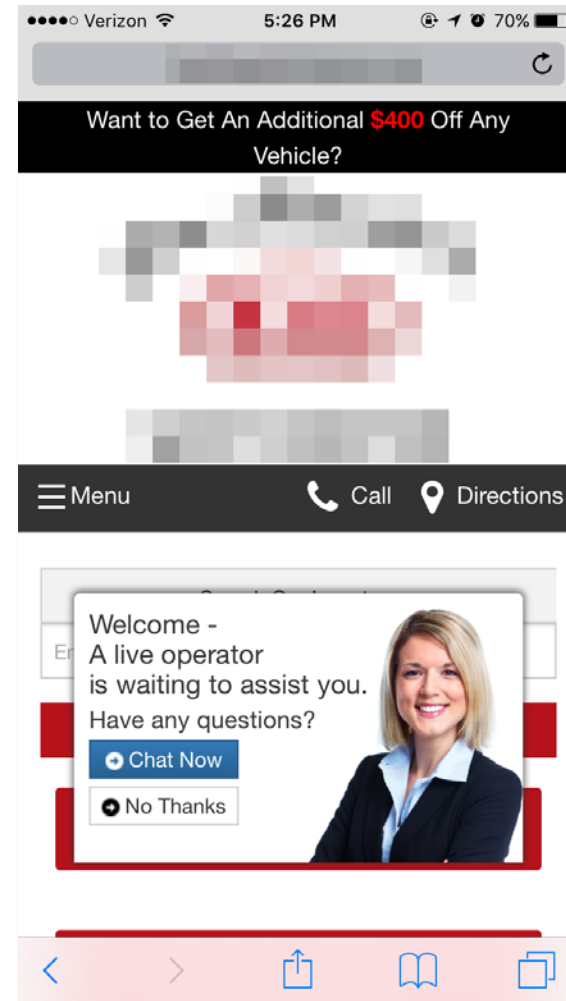
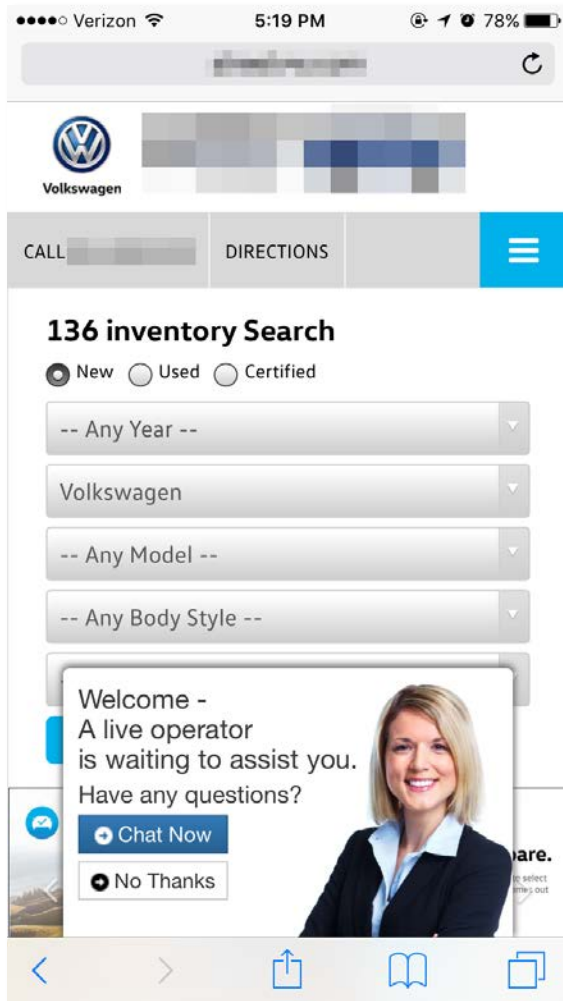
# UX Confusion

BE CLEAR AND DON'T MAKE ME THINK



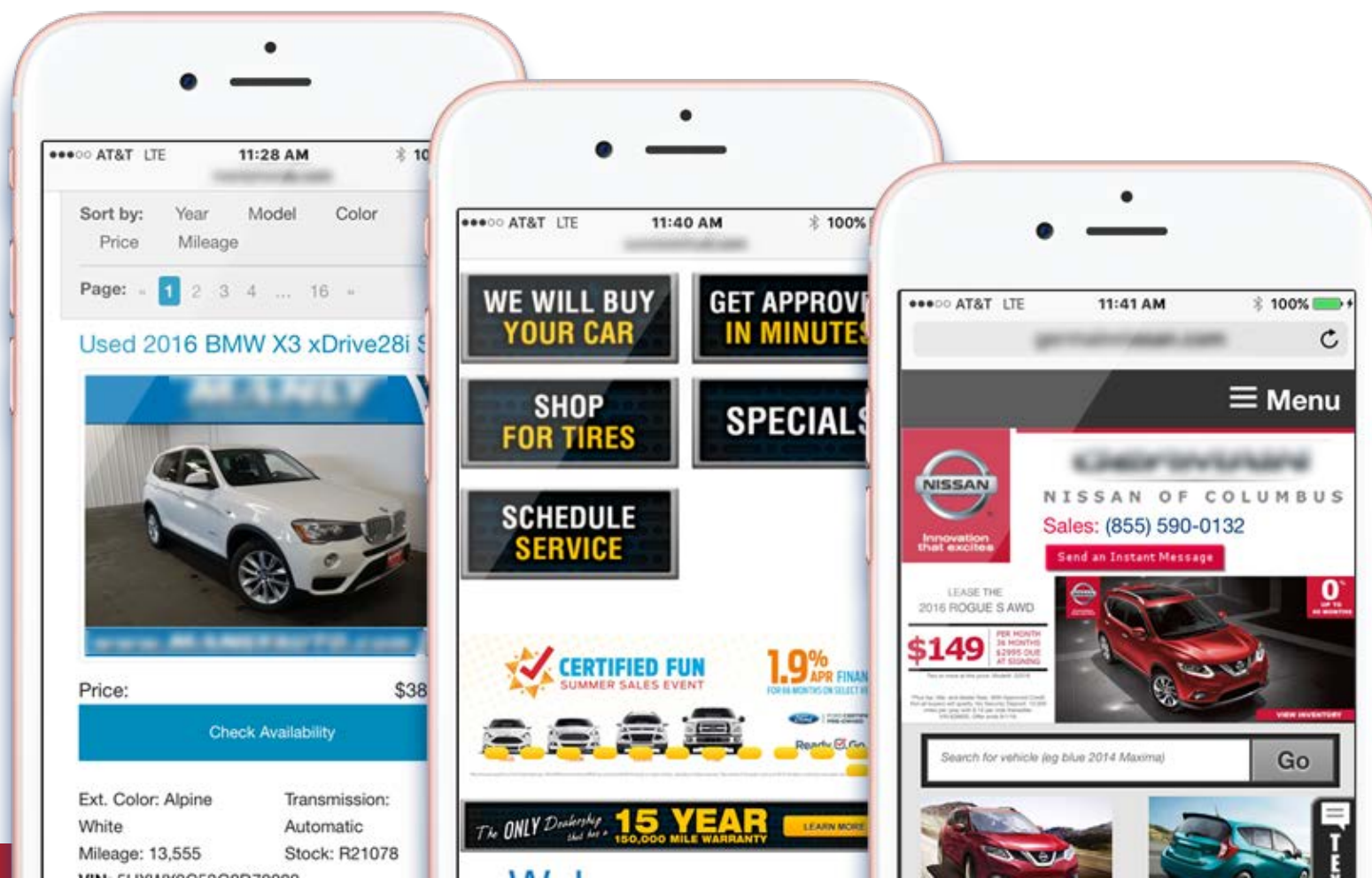
# Layers/Popups Are Terrible For Mobile

AND MY BRAIN EXPLODED... BOUNCE!



# Sticky Nav With Phone #, Address

ALWAYS BE THERE AND BE USEFUL



# Sticky Nav With Phone #, Address

ALWAYS BE THERE AND BE USEFUL

CALL 877-543-4200
DIRECTIONS

## INVENTORY SEARCH

16 Vehicles Available

[Basic Search](#)
| [Advanced Search](#)
| [Search By Stock](#)

New

Any Year

Chrysler

Any Model

SEARCH


SEARCH NEW

SEARCH USED

OUR SPECIALS

TEST DRIVE


CALL 877-543-4200
DIRECTIONS



Minivan, RUCP53, 6 Cyl - 3.6 L, Automatic, FWD, Brilliant Black Crystal Pearlcoat, 18 City / 28 Hwy, 2C4RC1EG0HR565196, D5084

CLICK TO CALL
REQUEST SALE PRICE

### 2017 CHRYSLER PACIFICA TOURING-L




MSRP: \$37,055  
Internet Price: Call for Price

Minivan, RUCH53, 6 Cyl - 3.6 L, Automatic, FWD, Dark Cordovan Pearlcoat, 18 City / 28 Hwy, 2C4RC1BGXHR525213, D4881

CLICK TO CALL
REQUEST SALE PRICE

### 2017 CHRYSLER PACIFICA LIMITED



MSRP: \$47,800

CALL 877-543-4200
DIRECTIONS

FEATURES
OPTIONS
SPECS
WARRANTY

### Comfort

- Audio system with AM/FM radio satellite radio, wireless headphones, touch screen, color screen and Uconnect® 8.4A
- Steering wheel mounted remote audio controls
- Thirteen Alpine speakers
- Antenna
- Cruise control
- Trip computer: includes
- Card key power locks : includes power windows ; automatic locking
- Leather upholstery leather
- Driver and front passenger seat captains front seat heated with 12-way power power height, 2-way electric and power tilt
- Split-folding rear seats: tip/tumble, manual recline and manual fore/aft
- Third row seats: split-folding, split bench with seating for three fold flat to floor
- Alloy & leather-trimmed tilt telescoping steering wheel

### I'M INTERESTED

First Name

Last Name

Email Address

Phone Number

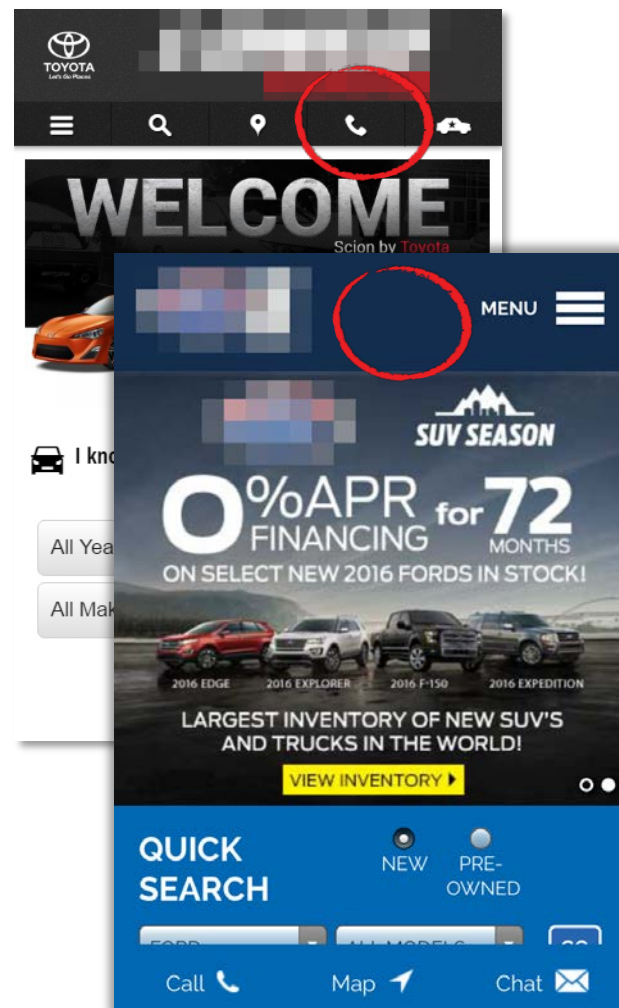
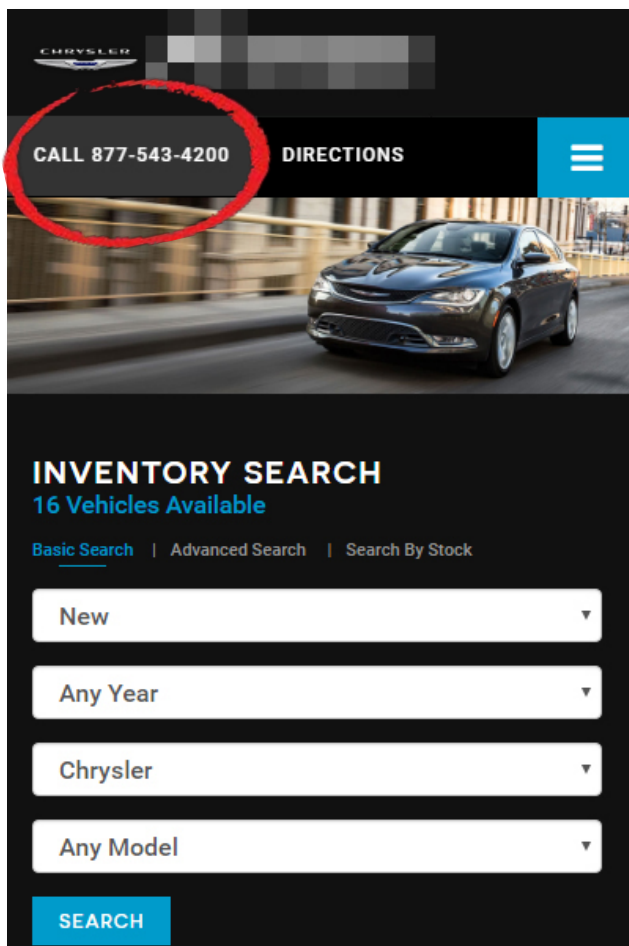
# Phone Calls: Top Task For Mobile

LEVERAGE THE UNIQUE CAPABILITIES OF MOBILE



Right

30%  
Increase  
in Calls

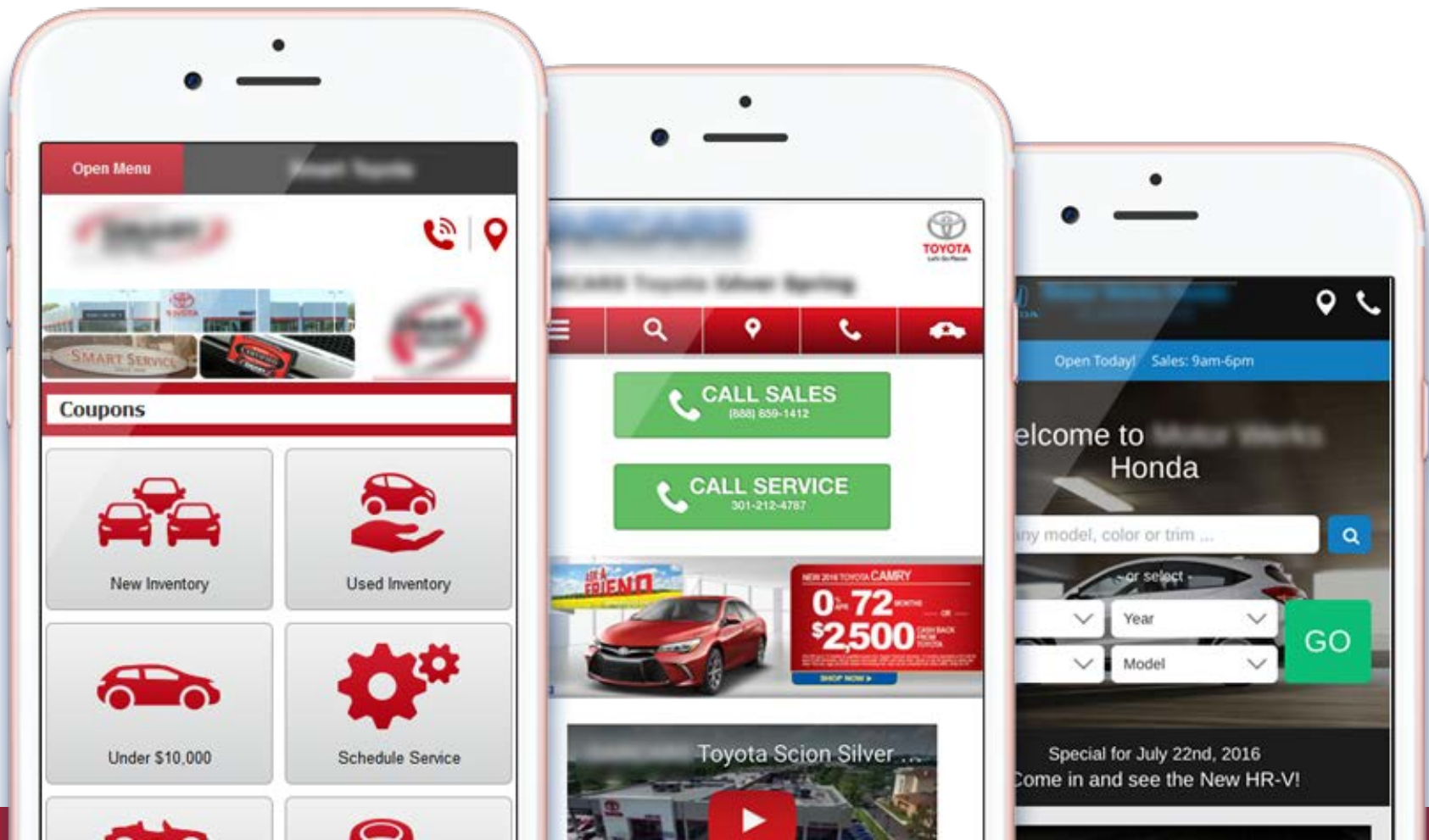


Wrong



# Icons: Use Text and Standards

BE CLEAR AND DO NOT CONFUSE






# Call Now!


I'D LOVE TO, BUT I CANT


CALL 806-350-8999
DIRECTIONS

Price: Low to High
25

**2008 Nissan ALTIMA 2.5 S**  
  
Your Price: Call For Price  
**Call Now: 806-350-8999**  
Sedan, 4 - CYL., other,  
FRONT WHEEL DRIVE, PEBBLE BEACH,  
Unspecified, 117,328,  
1N4AL21E18C171048, 509448  
[CLICK TO CALL](#)  
[CLICK HERE!](#) **MAKE OFFER**  
[VALUE YOUR TRADE](#)  
[GET PRE-APPROVED](#)  
  
[Live Chat](#)

  
**2016 Honda Civic EX Sedan**  
Please Call  
[Get Your DARCARS Price](#)  
2.0L I-4 cyl, Diamond White,  
GH514391 2HGFC2F70GH514391

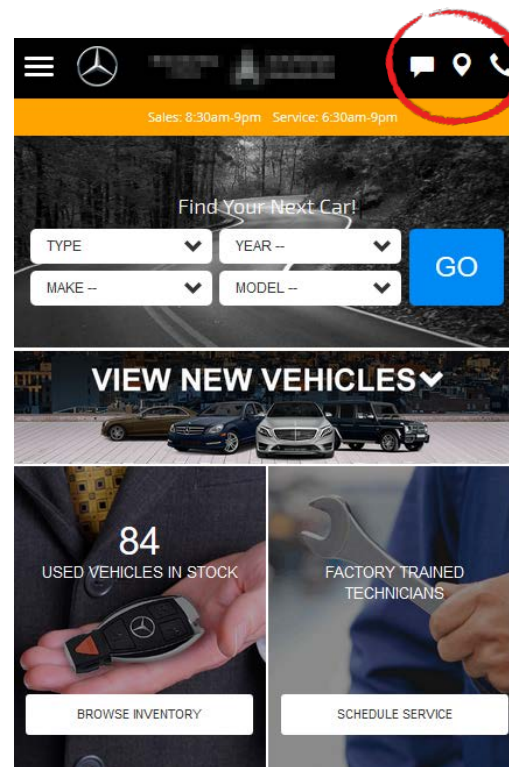
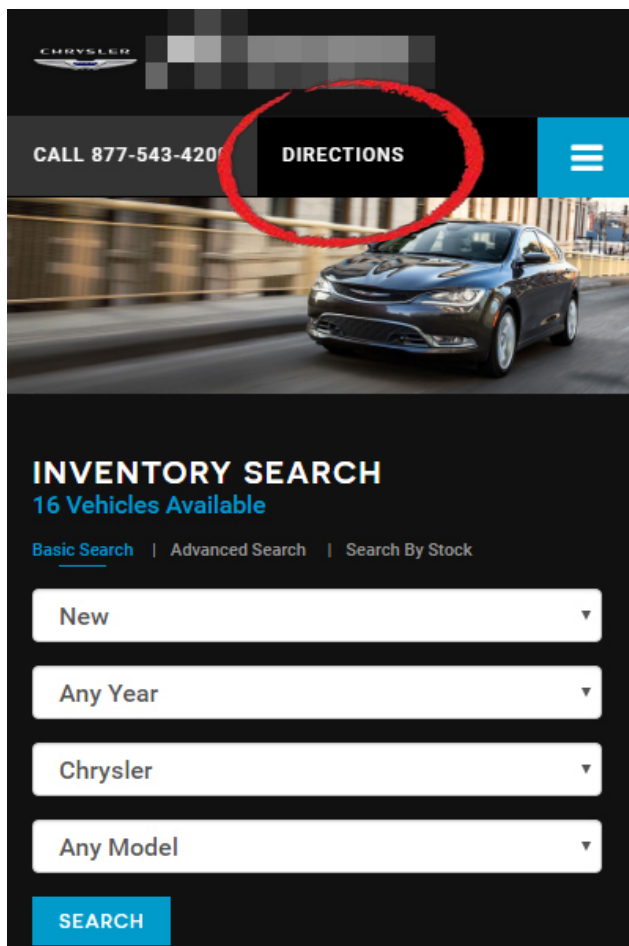
  
**2016 Honda Civic EX Sedan**  
Please Call  
[Get Your DARCARS Price](#)  
2.0L I-4 cyl, Black, GH517677 2HGFC2F70GH517677

  
**2016 Honda Civic EX Sedan**  
Please Call  
[Get Your DARCARS Price](#)  
2.0L I-4 cyl, Orchid, GE202838 19XFC2F79GE202838

[Live Chat](#)  
[Text Dealer](#)

# Directions: 2<sup>nd</sup> Task For Mobile

LEVERAGE THE UNIQUE CAPABILITIES OF MOBILE





# Not Fast, Not Simple, Not Easy!

WHY?????!!!!

**✗ Wrong**

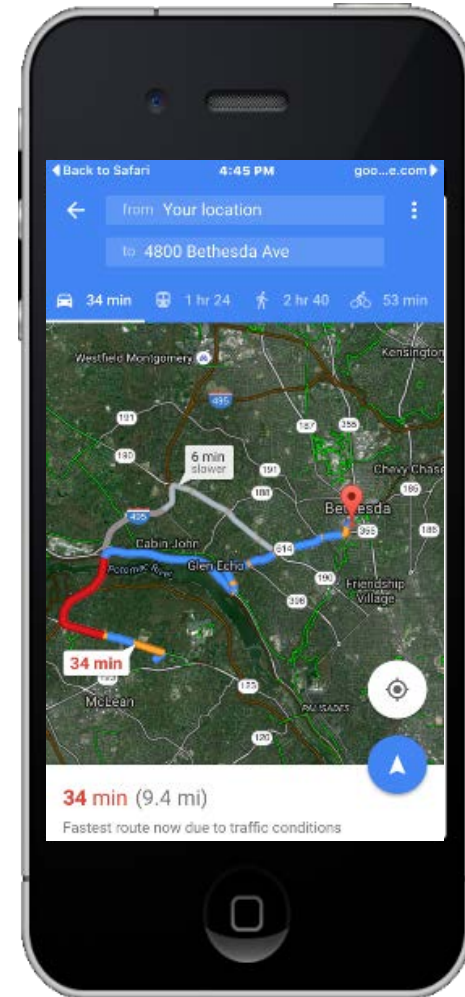
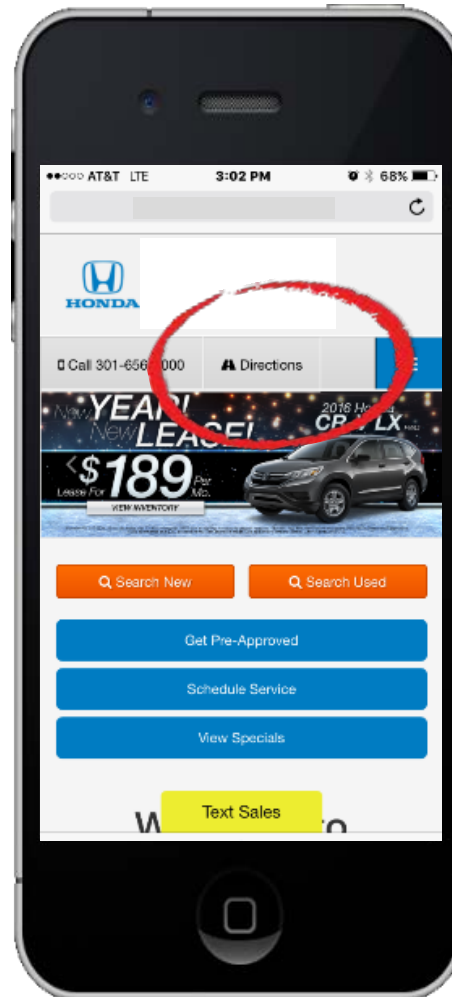


# Directions: 2<sup>nd</sup> Task For Mobile

LEVERAGE THE UNIQUE CAPABILITIES OF MOBILE



Mobile  
Used Right!



# Remove Unnecessary Fields

LIMIT FORM LENGTH TO INCREASE CONVERSION

The image shows three mobile phone screens illustrating a form optimization process. The form is for requesting a quote for a 2016 Honda Odyssey EX-L. The first screen shows the full form with unnecessary fields. The second screen shows the form with unnecessary fields removed. The third screen shows the form with a validation error message.

**Screen 1: Full Form (Unnecessary Fields)**

I would like to request your best ePrice quote for this **2016 Honda Odyssey EX-L**.

Your questions/request

Please email or call me back as soon as possible with more information.

Thank you,

Full Name

Phone

Email

\*ZIP Code

Send Request

**Screen 2: Form with Unnecessary Fields Removed**

I would like to request your best ePrice quote for this **2016 Honda Odyssey EX-L**.

Your questions/request

Please email or call me back as soon as possible with more information.

Thank you,

C

(213) 855-5555

C@d.com

\*ZIP Code

Send Request Please check errors

**Screen 3: Form with Validation Error**

possible with more information.

Thank you,

C

(213) 855-5555

C@d.com

\*ZIP Code

Send Request Please check errors

Please enter a valid 5-digit ZIP code

Done

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space Go

# Make Mobile Form Data Entry Easy

NO ONE WANTS TO TYPE ON THEIR PHONE

✓  
Right

CALL 877-543-4200 DIRECTIONS

\*E-Mail Address

Email Address

\*Phone Number

( ) - - x

Comments:

Comments

1 2 ABC 3 DEF ✕

4 GHI 5 JKL 6 MNO Next

7 PQRS 8 TUV 9 WXYZ Sym

\* 0 + # ⚙

✗  
Wrong

red phone icon Directions

Email Address

Phone Number:

( ) - - x

CHAT

Comments:

Comments

Send

The | | On >

1 2 3 4 5 6 7 8 9 0

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ✕

Sym ? , English(US) . Go

# Coupons & Structured Data

SOME THINGS TO BE AWARE OF

# Schema.org

STRUCTURED DATA WITH  
RICH SNIPPETS



## Value Your Trade

Select Vehicle

POWERED BY  
**TRADE PENDING**

**Price Drop !**

VIN: 1FTFW1EF7EFA22609 Stock #: G3550A  
Model Code: W1E Mileage: 50,174

**2014 Ford F-150 XLT**

★★★★☆ 4.49 (39 Reviews) - Edmunds.com

LIVE CHAT

🔍 2014 ford f-150 cary nc

[Used 2014 Ford F-150 For Sale | Raleigh NC | Cary | PC85364](#)  
[Hendrick Chevrolet](#) > ... > F-150 > XLT

See the used 2014 Ford F-150 XLT for sale at Hendrick Chevrolet near Raleigh, Durham & Chapel Hill NC. Price, review & MPG. PC85364.

Rating  
4.5 ★★★★★ (37)

[Used 2014 Ford F-150 For Sale | Raleigh NC | Cary | G3550A](#)  
[Hendrick Chevrolet](#) > ... > F-150 > XLT

See the used 2014 Ford F-150 XLT for sale at Hendrick Chevrolet near Raleigh, Durham & Chapel Hill NC. Price, review & MPG. G3550A.

Rating	Price	Availability
4.5 ★★★★★ (38)	\$26,888...	In stock

[Used 2014 Ford F-150 For Sale | Cary](#)



In Click-Thru Rate

# Can't Print From Mobile

LEVERAGE THE UNIQUE CAPABILITIES OF MOBILE

The screenshot shows the top navigation bar with the RAM logo and 'smith haven' text. Below it is a menu bar with icons for Menu, Search, Directions, Call, and MyCars. The main content area is titled 'Service Specials' and 'NY Service Specials'. It includes a paragraph about Long Island service specials and a link to 'St James car service online'. A large promotional banner for 'Web Service Special' offers 'BUY 3, GET 1 FREE! Lube, Oil & Filter Change!'. At the bottom, there is a 'Text Us' button and a footer with contact information.

**Service Specials**

**NY Service Specials**

View our Long Island service specials below. Then schedule our next [St James car service online](#) to keep your car running like new.

**Web Service Special**

**BUY 3, GET 1 FREE!**

**Lube, Oil & Filter Change!**

Inc up to 5 quarts of oil, filter change & fluid level check; Synthetic, diesel vehicles & disposal fees extra; must present coupon prior to service; cannot be combined; 1 per customer. See Service Manager for details.

Offer expires: 10/31/2

Request More Info Email & Facebook Print Us

The screenshot shows a mobile coupon for a \$9.99 OFF on the next oil change. It includes a 'Print Coupon' button, a 'Send to Mobile' button, and a 'Save to pay' button. The coupon is for 'OEM specified oil only' and expires on 12/04/2017. The Chevrolet logo is visible at the bottom right. The footer contains copyright information and contact details.

Call 855-293-2019 Directions

**\$9.99 OFF**

**your next oil change**

come in for an oil change  
OEM specified oil only  
Expires 12/04/2017

Print Coupon

Send to Mobile

Save to pay

Add to Apple Wallet

CHEVROLET

Copyright © 2016 by | Sitemap | Privacy | Rothbard  
Chevrolet | 712 East Gude Drive, Derwood, MD 20850 | Mobile Sales:  
855-293-2019

The screenshot shows the top navigation bar with the Ourisman Rockmont Chevrolet logo and a menu icon. Below it is a menu bar with icons for Sales, Service, Location, and Search. The main content area is titled 'SPECIAL OFFERS' and features two large promotional banners for tire rebates. The first banner offers a \$100 MAIL-IN REBATE (DEBIT CARD) on a set of four tires. The second banner offers a \$70 MAIL-IN REBATE (DEBIT CARD) on a set of four tires. Both banners include a 'FIND TIRES' button. The footer contains copyright information and contact details.

**Ourisman**

**Rockmont Chevrolet**

Sales Service Location Search

**SPECIAL OFFERS**

**\$100** MAIL-IN REBATE (DEBIT CARD)<sup>1</sup>  
**ON A SET OF FOUR TIRES**

From these select brands:  
BRIDGESTONE • CONTINENTAL  
GOODYEAR • HANKOOK  
PIRELLI

FIND TIRES

OFFER ENDS 11/30/16.

<sup>1</sup>See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.

**\$70** MAIL-IN REBATE (DEBIT CARD)<sup>1</sup>  
**ON A SET OF FOUR TIRES**

From this select brand:  
MICHELIN

FIND TIRES

OFFER ENDS 11/30/16.

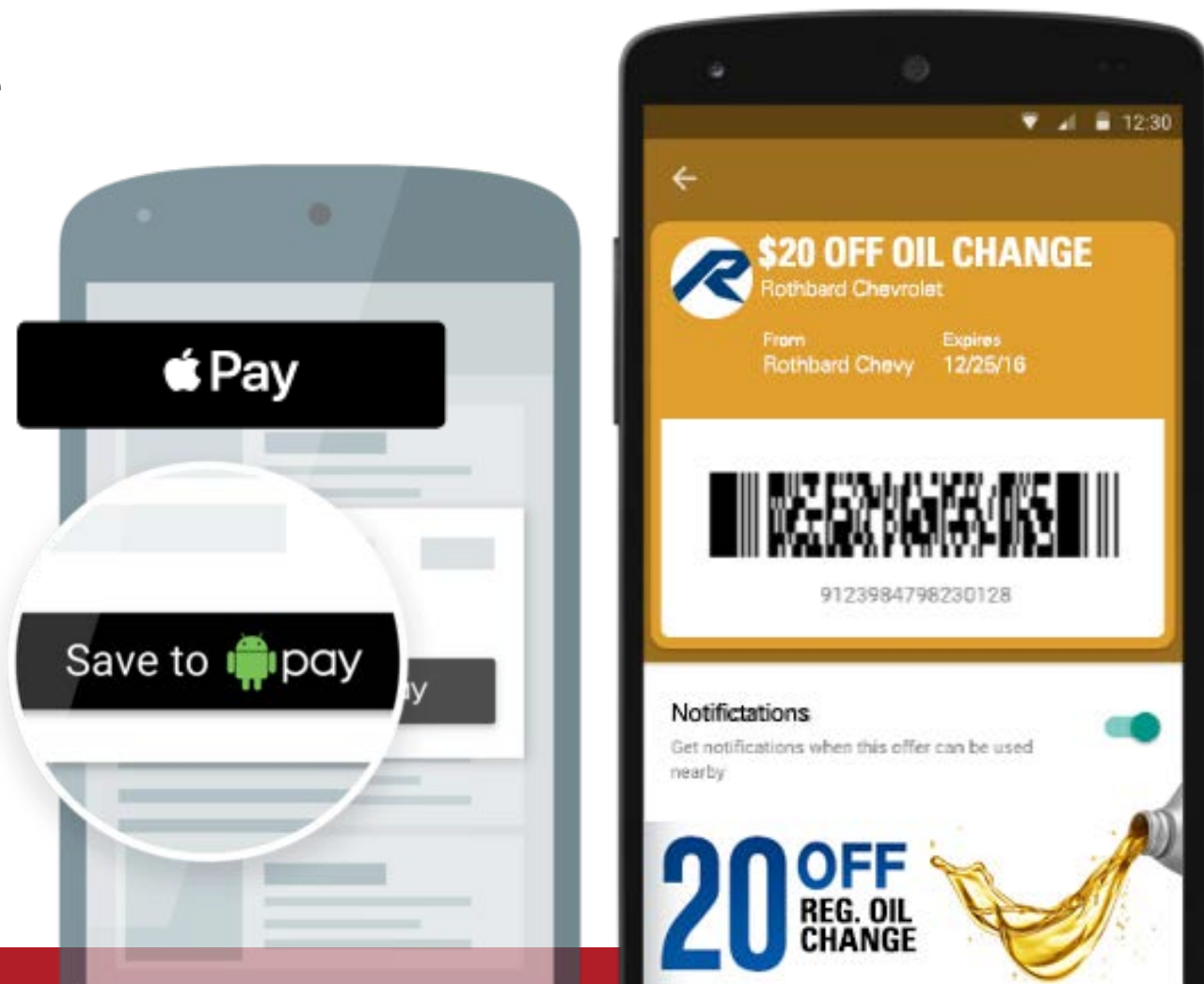
<sup>1</sup>See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.



# E-Wallet Coupons

LIVE ON YOUR CUSTOMERS' PHONE

- 10x redemption rate vs traditional
- Integration w/Google & Apple Wallet
- Trackable via Unique SKU
- Deletion Rate < 1%
- Create Loyalty Program





# The Future, Personalization Data + Dynamics Content

ANTICIPATE YOUR CUSTOMER'S NEEDS  
BEFORE THEY DO

=



# The Value of Personalization

56%

More likely to  
return to a site  
that recommends  
a product.

19%

Average Uplift  
in Sales



# Personalization Options

WHAT CAN I DO?



**Customer  
Journey**



**Demographics**



**Geo-Location**



**Customer Data**

# Conquering The Mobile Consumer

KNOW YOUR CUSTOMER



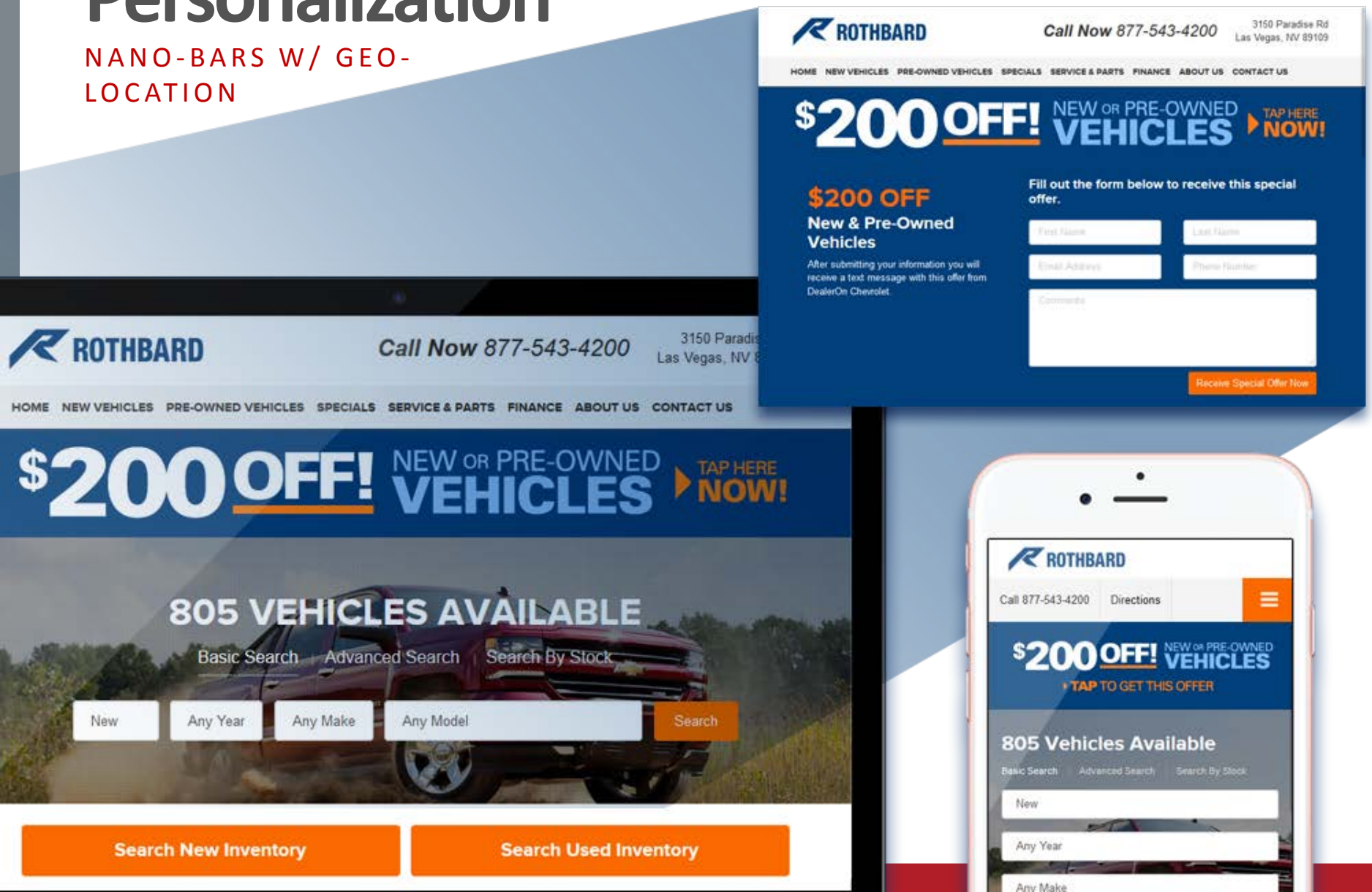
Mobile searches from dealership lots **increased 46%** in the last year.

Top action people perform with their phones while on the lot is confirming that they are getting a good price on a vehicle

Half of all car shoppers with mobile devices use their smartphones while at the dealership

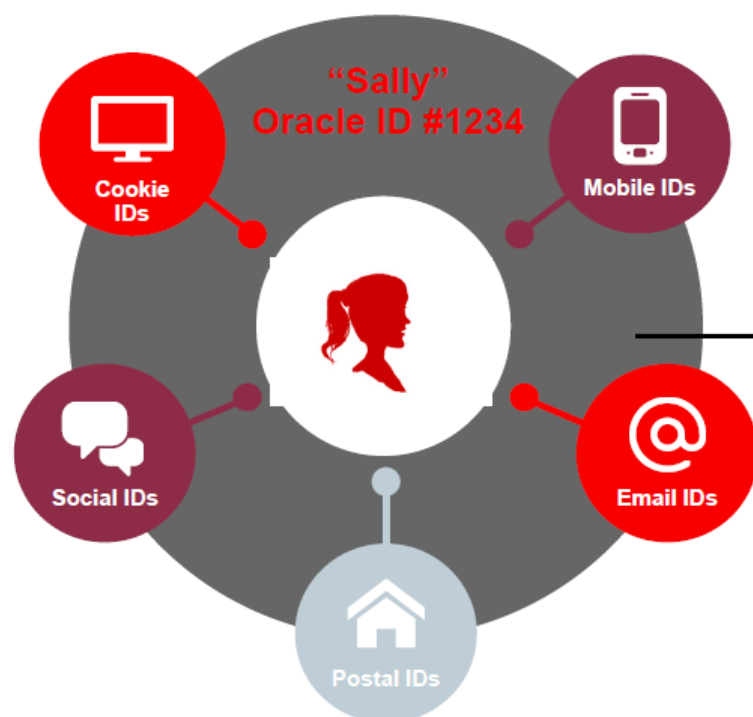
# Personalization

NANO-BARS W/ GEO-  
LOCATION



# Personalization

## CUSTOMER DATA



[SallySmith1981@gmail.com](mailto:SallySmith1981@gmail.com)

[SallyS1981@yahoo.com](mailto:SallyS1981@yahoo.com)

Work: 518-555-1212  
Personal: 518-555-1213



Twitter: @sally1983yeah  
Facebook: Susan X. Smith  
Snapchat: SS1983Yeah  
Pinterest: SSYeahFoodie  
Instagram: SSYeah1983Now



IDFA 3245  
AdID 6687



Home: 124 Main Street, Albany NY  
Work: 123 Corporate Park, Albany NY

IE ID Device 1 67543  
Chrome ID Device1 87546  
Chrome ID Device2 98766  
I.P. Address: 148.87.13.11  
I.P. Address: 148.89.33.22

# Questions



# Pave the Path to Purchase: Turn Website Traffic into Sales



**Michael DeVito**

*Chief Creative Officer* | DealerOn | Rockville, MD  
410-635-4446 | [michael@dealeron.com](mailto:michael@dealeron.com)

**@mdevito**  
**#NADASHOW**