

Lead Response Best Practices


New leads

Increase conversions through faster response times

 **Tip:** Stop the clock by responding to lead submissions in 30 minutes or less


Existing leads

Be persistent, but don't overload them with follow ups

 **Tip:** Ask leads for their preferred mode of communication (text, email, or phone) and stick to it


In-dealership leads

Reinforce the deals you're offering, especially for those savvy shoppers looking to haggle

 **Tip:** Use the CarGurus deal rating as 3rd party validation that they're getting a good (or even great) deal

Post-visit leads





Don't give up if you don't hear back, as the average car buyer spends 5 weeks in market before purchase*

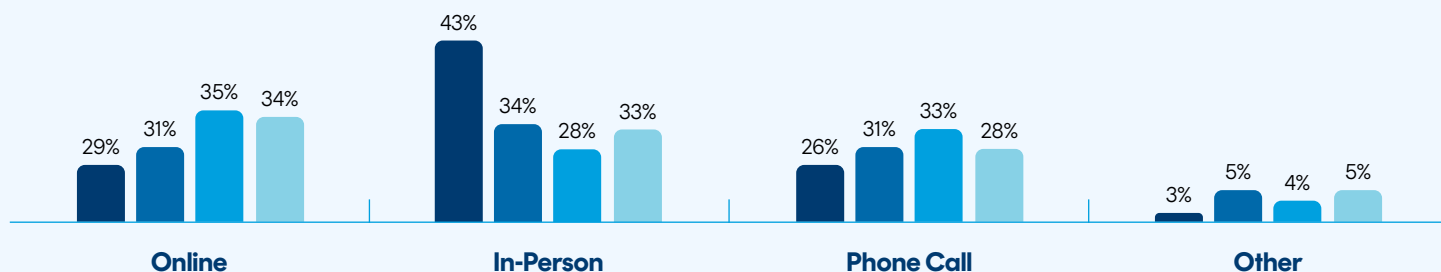
 **Tip:** Build trust and maintain communication by sending personalized emails and special offers

Did you know?

Walk-in dealer visits were up significantly vs. last year, but online usage as a first form of contact remains higher than pre-pandemic**, which means it's key to come up with a custom lead response based on shoppers' varied communication preferences.

First connections with dealers

 2019
  2020
 2021
  2022



Reminder: Make sure your CarGurus leads go to the right people at your dealership by designating email addresses and phone numbers in your Dealer Dashboard under settings.