

fullstory × TrueCar

TrueCar doubles down on customer-centricity, boosting engagement and increasing conversions with FullStory

CUSTOMER STORY





ABOUT

- **Industry:** Automotive, Ecommerce
- **Company size:** Medium Enterprise
- **Use cases:** Optimize DX, Validate Feature Rollout

TrueCar is a digital automotive marketplace. The company powers car-buying programs for over 500 companies, including some of the most trusted brands in the world such as USAA, AARP, and American Express. TrueCar has a network of over 16,000 certified dealers and, currently, over one third of all new car buyers engage with their network during their purchasing process.

“ FullStory gives us actionable insights into our customer journey and has allowed us to become more focused with our testing efforts. The ease of use and painless setup mean anyone on our product team can leverage DX data quickly.”



— Satyen Motiani
Senior Product Manager

HOW TRUECAR GIVES USERS MORE CONTROL OVER THEIR CAR-BUYING EXPERIENCE, INCREASING DIGITAL KPIS

CREATE A BUSINESS CASE FOR A MAJOR UPDATE TO SITE SEARCH FUNTIONALITY

Shoppers who search within a digital commerce experience often have greater intent to purchase, making search an important feature for the TrueCar team. The original search functionality forced shoppers to browse by only new or only used vehicles. The product team hypothesized that adding a Unified Search feature, which would allow users to see both new and used vehicles when searching, would increase conversions. Before rolling out this new product experience to their full customer base, they wanted to understand its impact on a subset of users. Using FullStory to gather experience data, they saw that users were moving through the new search functionality easily, and that the feature was driving 3,000 incremental leads per month, validating their business case for Unified Search.

INCREASE ENGAGEMENT IN A KEY CUSTOMER JOURNEY USING FULLSTORY AND A/B TESTING

TrueCar’s configurator flow allows shoppers to build an ideal virtual vehicle and then search for the closest match at nearby dealerships. Shoppers who use this flow are proven to be more likely to buy a car, making it a valuable site feature. The product team regularly uses A/B testing tools to test variations of this flow, aiming to increase engagement. They rely on FullStory to show them how shoppers are engaging with each test variant, quickly revealing areas of frustration or confusion. Using these tools in tandem, the product team has increased configurator engagement by 50% over three months.

RESULTS

1

Evolution to a customer-focused search experience

50%

Increase in engagement with a key customer journey

3k

Additional monthly conversions

