

WEBINAR CASE STUDY



LEADING PROVIDER OF
AUTOMOTIVE RETAIL TOOLS
CHOOSES WEBATTRACT TO HELP
THEM ATTRACT NEW
CUSTOMERS AND RETAIN
CURRENT CUSTOMERS

TYPES OF WEBINARS PRODUCED:

- ✓ CASE STUDY
- ✓ TUTORIAL

WEBINAR HOSTING PLATFORM:

GoToWebinar™

SERIES RESULTS:

- ✓ 6 WEBINARS
- ✓ 1,865 REGISTERED
- ✓ 1,102 TOTAL ATTENDEES
- ✓ 94% OF ATTENDEES RESPONDED THAT THE WEBINARS MET OR EXCEEDED THEIR EXPECTATIONS

"OUR RECENT WEBINAR SERIES GENERATED 180 LEADS WHERE WE CLOSED 30 NEW DEALS RESULTING IN ADDING OVER \$400,000 IN ANNUAL INCREMENTAL REVENUE. WEBATTRACT KEPT US FOCUSED AND HELPED US WAY EXCEED OUR COMMERCIAL GOALS WHILE PRODUCING AN ENGAGING WEBINAR SERIES."

- RANDY KOBAT,
VP & GENERAL MANAGER,
VAUTO OF THE COX AUTOMOTIVE
GROUP



COMPANY BACKGROUND

vAuto, part of Cox Automotive, was founded in 2005 by a group of automotive industry veterans determined to provide dealers with a new way to manage their used vehicle inventory in a new era of the automotive industry. By launching groundbreaking technologies, vAuto empowered dealers to improve their used car profitability and turn rates, even as consumers grew more informed and their demand for transparency created fierce competition for sales.

DEMAND GENERATION CHALLENGES

vAuto partnered with WebAttract to produce two series of webinars, three webinars each, to help them retain current customers as well as attract new car dealership customers. This case study will focus on the first three of the vAuto Education Series with the following titles: *"A Pricing and Process Blueprint for New Car Success"*, *"Merchandising Strategies to Connect New Cars with Customers"*, and *"Conquest Case Study: How Performance Toyota Increased New Vehicle Gross Profits and Sales"*.

vAuto's primary objectives for the first three webinars were to:

1. Retain current customers as they wait for their software to be implemented at their locations during a lag time fulfilling the demand for 300 customers
2. Educate dealers by providing them with information and best practices around the software and other industry trends
3. Reinforce vAuto's value proposition to retain current customers as advocates and good sales references for other vAuto prospects

THE WEBATTRACT SOLUTION

WebAttract created a series of webinars that focused on educating the audience by enlisting respected thought leaders as speakers. The first webinar was a tutorial for current customers for a pricing and process blueprint for new car sales success. A very well-known speaker in the automotive industry, Mark Rikess, spoke to the dealers on how they needed to think about new pricing and process strategies.

The second webinar, again for current vAuto customers, focused on merchandising strategies to connect new cars with customers. The two webinars served their purpose with flying colors; they allowed vAuto to catch up with their backlog of implementations while providing value to the customers in the meantime.

In fact, the first two webinars were such a success that vAuto contracted with WebAttract to produce a third webinar in the series, open to anyone who wanted to attend.

The webinar, titled *“How Performance Toyota Increased New Vehicle Gross Profit and Sales,”* was a case study featuring one of the early adopters of the technology. vAuto founder and visionary Dale Polluck first spoke about new vehicle pricing challenges that car dealerships have with new vehicles, then Jim Bickle, Dealer Principal of Performance Toyota, talked about his challenges of homegrown pricing and how his adoption of vAuto’s technology helped him achieve pricing clarity, efficiency, and increased customer satisfaction.

RESULTS

- **Registration:** A total of 895 people registered across the three webinars
- **Attendance:** Total attendance of 459 was achieved across the three webinars
- **Attendance Ratio:** 56% (exceeded goal of 40% attendance)
- **Audience Expectations:** Greater than 93% of attendees responded that the webinars met or exceeded their expectations
- **Customer Retention:** Over 99% of customers patiently waited for their install date. Less than 1% of customers canceled before they had a chance to implement.
- **New leads:** Generated 180 leads, which was 65% of the 278 attendees on the third webinar
- **Deals Closed:** Closed 30 deals from the 180 leads for a 17% closing ratio
- **Revenue:** Added \$400,000 in incremental revenue

LESSONS LEARNED

- Using credible third party speakers to educate the audience eliminates the need to overtly sell on the webinar
- Authenticity of case studies tells a powerful story with demonstrable outcomes which adds credibility and builds trust in the brand
- Commercial insights help upend conventional wisdom on how customers think about their business
- Webinar Key Performance Indicators and Analytics create actionable intelligence before, during and after the webinar to help optimize outcomes as well as enable warm sales follow-up



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their **Certified Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

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