



**MORRIE'S BROOKLYN PARK NISSAN**

**Cuts Defection in HALF with TrafficView™**



**MORRIE'S**  
**BROOKLYN PARK**  
**NISSAN**

[www.DriveAutoHook.com/TrafficView](http://www.DriveAutoHook.com/TrafficView)

# THE OBJECTIVE

Morrie's Brooklyn Park Nissan suspected *Lead Source X* was not delivering qualified leads to their showroom. They needed a way to prove this particular provider was delivering high defecting leads to validate their decision to cancel the service. They also needed a solution to showcase incremental improvement in their sales operations after removing *Lead Source X* from their marketing mix.



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# THE SOLUTION

## TrafficView™

TrafficView analyzed both the close and defection rates of their top ten lead providers by volume. To confirm their suspicions, *Lead Source X* was identified as their #1 top defecting lead source. Based on this data, they made the decision to cancel *Lead Source X* with science-based confidence.



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# THE SOLUTION

## TrafficView™

### TRAFFICVIEW EXPOSED THEIR GREATEST OPPORTUNITIES AND LOSSES

#### BY DEALER:

Identified the top 3 dealers they were losing sales to.

#### BY MODEL:

The Nissan Sentra was defined as the model that had the most opportunity with the greatest number of defections.

#### BY LEAD SOURCE:

*Lead Source X* was their highest volume lead source, however it had the most defections and lowest closed sales across the board.

#### BY SALESPERSON:

TrafficView revealed the dealer's true top performers.





# THE RESULTS

TIME FRAME: 90 DAYS

BY DEALER

50%

DECREASE IN DEFLECTIONS  
TO TOP SAME MAKE  
COMPETITOR

OVERALL

7%

OVERALL INCREASE IN  
CLOSED SALES



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# THE RESULTS

## TIME FRAME: 90 DAYS

Morrie's Brooklyn Park Nissan increased transparency into value differentiators between the Sentra's different trim levels via their website display. TrafficView validated their decision to upgrade their creative display on SRPs and VDPs, resulting in:

### BY MODEL: NISSAN SENTRA

51%

INCREASE IN CLOSED  
SENTRA SALES

30%

DECREASE IN  
SENTRA DEFLECTIONS



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# THE RESULTS

TIME FRAME: 90 DAYS

## BY LEAD SOURCE

61%

AVERAGE INCREASE IN SALESPERSON  
PERFORMANCE AFTER REMOVING  
*LEAD SOURCE X*



40

MAN-HOURS SAVED  
PER WEEK

\*The dealership was able to take those marketing dollars and put them back towards their bottom line vs. reallocating spend.



# THE RESULTS

TIME FRAME: 90 DAYS

Four individuals went from being average or below average performers to their **TOP FOUR SALESPEOPLE**.

## BY SALESPERSON

TOP 4 SALESPEOPLE AFTER 90 DAYS:

SALESPERSON 1

90%

INCREASE IN  
CLOSED SALES

SALESPERSON 2

84%

INCREASE IN  
CLOSED SALES

SALESPERSON 3

43%

INCREASE IN  
CLOSED SALES

SALESPERSON 4

28%

INCREASE IN  
CLOSED SALES



# THE DEALER RESPONSE

"AutoHook's TrafficView allows us to streamline our processes in ways that have proven to save our dealership both time and money. TrafficView validated the ineffectiveness of a particular lead source, and after cutting ties with that source, we were able to free up 40-man hours a week to focus on higher-quality leads. We can also view trends in our salesperson performance to see who is closing the most sales and who is losing the most opportunities. We've even used TrafficView to show success with changes to our website design."

**Ben Robertaccio | Marketing Director, Morrie's Automotive Group**



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