

Auto Call Conversion Trends



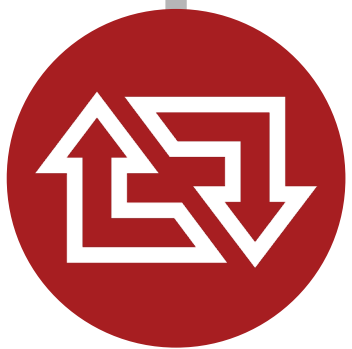
Most businesses understand that their phone is a common entry point in the path to purchase and also at the final point of sale.

Whilst it used to be almost impossible to track phone calls from websites back to marketing – we’ve been doing it for a while. Being able to understand the effects the phone call has on a prospects path to conversion across devices, channels and messages has changed the game – how to you measure up?

Online Call Trends



The phone call is the most common lead conversion type (new, used & service enquiries) from Auto websites.



First clicks from Organic search are most likely to drive a phone call.

Auto websites conversion rate for

4.9% Phone Calls

1.01% Online Service Bookings

0.17% Online Test Drive (new&used) Bookings

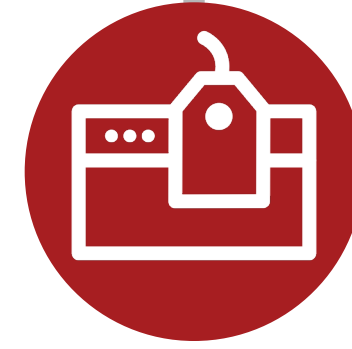
Path to Conversions*



Organic search is most commonly the first entry in the conversion path.



Email and referring websites drive interactions at the mid point of conversion paths most commonly.



Branded paid search is most commonly the final click to conversion.

* Conversions = e-commerce transaction or phone sale

They Said It

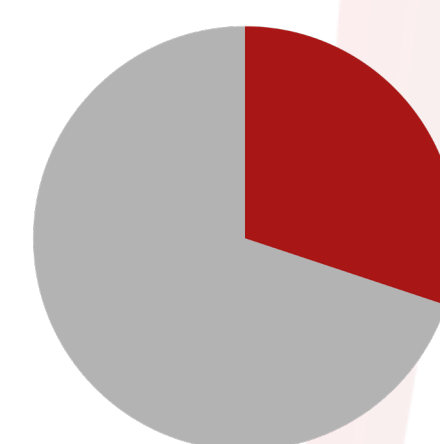
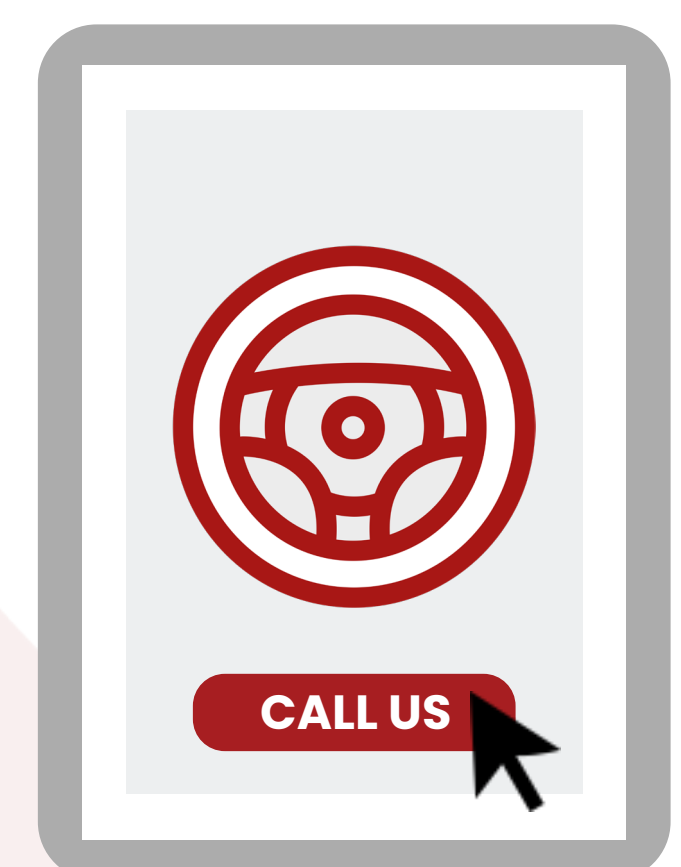
4.8 min is the ideal time for Auto enquiries over the phone. Our Auto customers have 2.9 minute average call duration.

\$1,195 is the mean price point when a prospect would be more likely to call for a purchase or transaction.

65% of consumers find it extremely important to be able to contact Auto companies during the final decision making process for parts/services as well as new/used cars.

Click to Call

62% of prospects seeking parts/service would use click to call if it was available on the search page compared to 60% and 55% for used and new car enquiries respectively.



30% accidental pocket dials (calls under 30 secs) on click to call within search results.

These industry trends were derived from our customers with our online call tracking technology, and from Google's recent reports: [The Role of Click to Call in the Path to Purchase](#) and [Customer Journey to Online Purchase](#)

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