

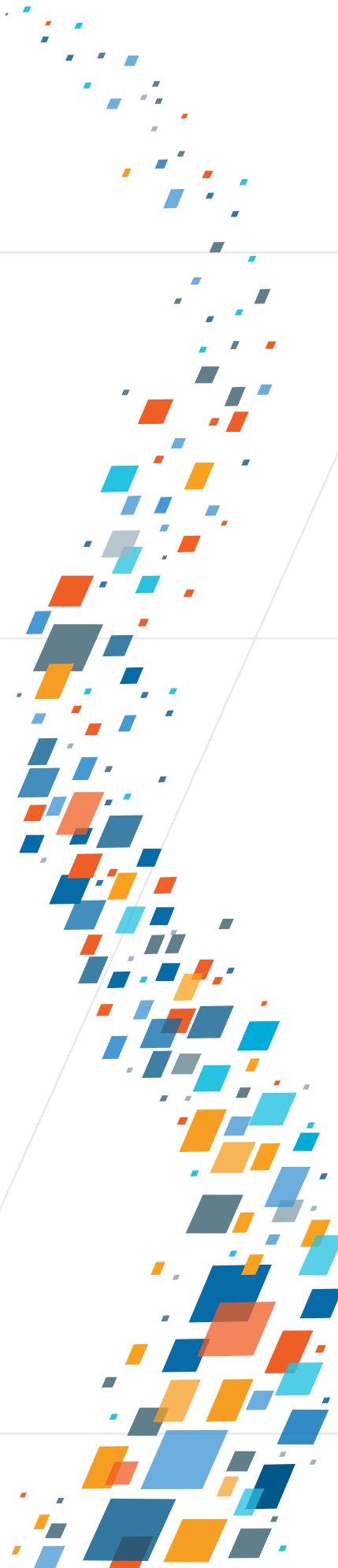
Marketing Solutions for Inventory Challenges

4 strategies to help your
dealership overcome
industry obstacles

Inventory shortages are here to stay.

At least for a while. Without enough cars to sell, your dealership could run into serious profitability problems. Despite supply chain challenges, many dealerships are succeeding now.

To thrive in this unique inventory environment, your dealership can do the same. You can also use these marketing strategies, specifically developed for lean-inventory times, to acquire inventory and overcome supply chain challenges.



Evolve Campaign Types

Instead of halting your advertising during periods of lean inventory, shift your approach by selecting new campaign types to focus on inventory acquisition.

- **“We’ll Buy Your Vehicle” Campaigns:** Tell everyone that your dealership is paying top dollar for used cars—and that the process is quick and easy.
- **Off-Lease Campaigns:** Watch for leases coming to term soon and reach out proactively to discuss plans. Off-leased vehicles make attractive used cars and help build up dealership inventories.

58%

of thriving dealerships reach in-market car shoppers with truly targeted and relevant messaging wherever they are consuming content online or digitally.

Widen Your Geo-Target

When inventory acquisition is your goal, your dealership’s reach and audience should grow beyond its normal geographic boundaries. For the opportunity to sell their car at a great price, vehicle owners may be willing to travel farther than they would to purchase.

- As a rule of thumb, expand your reach and audience as your inventory shrinks.
- Adjust the settings in your digital advertising campaigns to increase the geographic reach of your ads promoting inventory acquisition.
- Use digital advertising tools to understand your target audience and empower your dealership to expand marketing reach and communicate with potential buyers in a simple, trackable way.

Add Website Content

In addition to altering your outbound advertising strategy, you should adjust your dealership's website content to take advantage of opportunities to acquire inventory from website visitors.

- Home page banners
- Service page banners
- Trade-in reminders on online service schedulers
- "I have a trade-in" check boxes to digital retailing flows

50%

of thriving dealers utilize activity tracking for customer web and search history.

Develop a Dealership-Wide Plan

To survive and even thrive in this low-inventory environment, your dealership will need to shift strategies and adopt new processes in all areas of the dealership. But a simple shift in approach isn't enough.

You'll need your marketing, sales, service, and operations to all be in sync. Cox Automotive offers a complete set of solutions that connects workflows across all departments while leveraging first-party transactional data from the world's most trusted consumer automotive platforms, Autotrader and Kelley Blue Book.

The automotive industry is facing major challenges, including inventory shortages, but many dealerships continue to find success. You can also employ proven strategies for acquiring inventory that will help you outlast current supply chain challenges to keep profits high for as long as inventory is low.

About Dealer.com

Backed by unmatched expertise and unrivaled consumer behavior data, Dealer.com is the premier digital marketing solution and partner for the automotive industry. Providing an integrated platform of Performance Websites, Digital Advertising, and Accelerate My Deal guided website experiences, Dealer.com helps dealerships and OEMs maximize their marketing. By leveraging advanced digital technology, data, and insights, Dealer.com enables dealerships to deliver the shortest, fastest, and most personalized path to customer engagement.

For more information, visit **Dealer.com**

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using vehicles easier for everyone. The global company's more than 27,000 team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Dickinson Fleet Services, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto®, and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with annual revenues of nearly \$20 billion.

For more information, visit **CoxAutoInc.com**

Sources

Cox Automotive. How to Thrive: Best Practices for an Accelerated Digital Landscape, 2021.

Cox Automotive. Lean Inventory Playbook: A Practical Guide for Aligning Dealership Strategies with Inventory Shortages, 2021.