

# Auto Trader and Cambria Automobiles PLC drive digital success together

**Auto Trader, one of the UK's leading automotive brands and Cambria Automobiles PLC, one of the UK's fastest growing motor dealer groups, worked together to assess and prove the real value of [autotrader.co.uk](https://www.autotrader.co.uk).**

The heritage and expertise Auto Trader offers in the sector, combined with its digital leadership, led Cambria Automobiles PLC to choose Auto Trader as the ideal partner for its digital marketing programme. Cambria Automobiles PLC's dynamic marketing team has a broad and deep knowledge of the online market, this digital understanding was attractive to Auto Trader as it needed to work with a company that would allow it to benchmark success and help it to explore new opportunities in this space.

Both companies agreed to progress on a digital campaign that would be mutually beneficial.

## Strategy

To progress this activity, both companies agreed to share call data, sales data and web metrics, allowing Cambria Automobiles PLC to show whether autotrader.co.uk is a valuable advertising medium for the sales of used cars. Following the implementation of a comprehensive 12 month campaign the two companies entered into a four month analysis programme designed to assess and prove the value that autotrader.co.uk had added to Cambria's marketing campaign.

The Auto Trader team worked closely with Cambria to create an effective presence across autotrader.co.uk, based on a three phase approach:

- 1. Implement best practice to maximise impact**
- 2. Utilise the most effective tools**
- 3. Measure and track results to prove success**

Cambria Automobiles PLC agreed to be completely transparent with their data throughout the analysis programme, ensure that best practice was followed across all parties and work with Auto Trader to ensure the best possible results were achieved to the benefit of both organisations.



“We are working together to achieve mutually beneficial results. By understanding each other's position we have been able to devise a strategic solution that has proved successful in driving down cost per lead and increasing volume of leads.”

**Richard Mccoll**  
Account Manager,  
Trader Media Group

## Execution

The Auto Trader team supported Cambria with the development of a series of classified adverts that incorporated images and placements across autotrader.co.uk, advising on quality of content / visuals and location for the best results. The team incorporated a series of specialist tools including Market Tracker, to help measure Cambria's pricing model against other dealers; Search Standout, to generate additional exposure; AT Visual, to add an imagery element to the ads; and Featured Listings, to give ads a prominent position in key search results.

Dynamic tracking numbers were used to measure the number of phone call and email leads generated by Auto Trader.



“Market Tracker is a key tool to Cambria as we pay meticulous attention to ROI, our dealerships review Market Tracker daily which gives them granular level analysis on all of their vehicles, the speed and flexibility to be as competitive as possible is key and Market Tracker gives us that.”

**Keith Webster,**  
**Group Internet**  
**Marketing Manager,**  
**Cambria Automobiles**

## Results

Each individual element of the campaign delivered tangible, measurable results for Cambria. The overall effectiveness was proven when Cambria increased its level of advertised stock by **175%** between March 2009 and March 2010. The result was an increase in lead generation of **174%**, demonstrating that the number of leads generated is directly proportionate to the level of stock advertised. Once the learnings of the trial had been implemented the cost per lead decreased by **51%**.

### The Campaign delivered the following results:

- ▶ An increase in lead generation of **174%**
- ▶ A decrease in cost per enquiry of **51%**
- ▶ Increase in direct response from Featured Listings of **34%**
- ▶ Increase in phone and email leads of **20%** using dynamic tracking numbers



“The mix of product features enabled Cambria to achieve results above expectation from the trial with further learning’s identified and implemented into our best practice processes. Working in partnership with Auto Trader has proven incredibly valuable. Our open exchange of information and ideas has been pivotal in achieving these results and has now formed the basis of how we achieve results in future.”

**Ian Godbold, Group  
Marketing Director,  
Cambria Automobiles**

## Results

### The Featured Listings

element of the campaign in particular generated strong results with a direct response increase of **34%**.

“Featured Listings enabled Cambria to achieve maximum consumer reach through targeted vehicle placement across our key geographical areas.”

**Ian Godbold, Group Marketing Director, Cambria Automobiles**

### Using dynamic tracking

**numbers** on their websites and Auto Trader adverts, Cambria observed a **20% increase** in phone and email leads. This demonstrates that a high percentage of buyers respond to Auto Trader through the Dealer Website.

The **AT Visual** package also generated an increase in advert views by a massive **70%** by allowing Cambria to gain buyers confidence using detailed tours of their cars.



## Results

**Search Standout** performed particularly well for Cambria's prestige brand retailers. These dealers saw up to a **50% decrease in cost per enquiry**.

"The standout functionality entices the consumer to engage with our brand through visual imagery, which is paramount for a high involvement purchase."

**John Tomlinson – Dealer Principle, Grange Welwyn Garden City**

When assessing the quality of the traffic delivered to the Dealer Website, it was found that in comparison to Auto Trader's nearest competitor, Cambria enjoyed a 50% lower bounce rate and a 56% higher dwell time – a clear demonstration of the quality of leads generated from **autotrader.co.uk**.



## Additional information on Auto Trader key products

### Featured Listing

Featured Listing allows dealers to take premium position on top of the autotrader.co.uk search and can generate up to 34% more calls to dealers\*. With only one Featured Listing displayed per advert page and a larger advert than all others, you're guaranteed maximum standout and, what's more, you only pay for the response delivered through pay per click. We've done everything to ensure consumers can't fail to see your ad when searching for specific make and model.

### Market Tracker

Market Tracker is an online market analysis tool that allows you to price check vehicles against your competitors, quickly and accurately. The alerts section shows you at a glance if any vehicles are over or underpriced, so you can take immediate action and make sure you sell every vehicle at the right price. The stock desirability report indicates the most and least in demand vehicles, helping you to avoid slow sellers.

### Auto Trader Visual

Auto Trader Visual is the best way to show your nine images off online, with no extra work. Auto Trader Visual turns flat images into a detailed and dynamic tour of your vehicle. Pan over bodywork, zoom in to key features and get more attention with slick animation effects. What's more, ads with Auto Trader Visual are highlighted in the search results for an even better click through rate.

### Search Standout

Search Standout allows you to showcase up to 9 images of your featured vehicle on the search results page, so customers don't have to click through to see extra images. A larger ad space and larger images allow you to stand out from the competition.



For more information,  
please visit  
[www.autotrader.co.uk](http://www.autotrader.co.uk)

## Additional information on Cambria Automobiles PLC

Cambria Automobiles PLC is one of the UK's fastest growing motor dealer groups in the UK. Formerly known as Cambria Automobiles Holdings Limited, Cambria was the fastest growing private company by revenue in the 2009 Sunday Times Top Track 250 increasing sales from £26.3m in 2007 to £187.9m in 2008. Cambria has made 7 corporate acquisitions since incorporation in March 2006 including

its biggest acquisition purchasing the whole share capital to Summit Motors Investments (UK) Limited now renamed Cambria Automobiles South East Limited. This acquisition added 5 Ford dealerships under the Invicta Motors and Dees Ford brands, 4 Jaguar and 3 Aston Martin dealerships under the Grange brand, 3 Volvo dealerships under the Doves brand.



For further information,  
please visit:  
[www.cambriaautomobilesplc.com](http://www.cambriaautomobilesplc.com)