

UNMATCHED RESULTS FROM PREMIUM SELECT

See Real Results From Dealers Like Yourself!

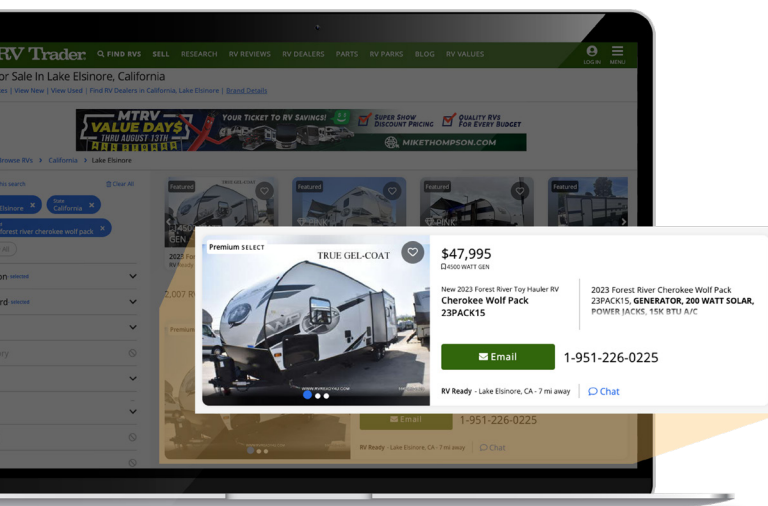


In the highly competitive world of recreational vehicle sales, dealers understand just how critical it is to maintain a competitive edge in order to reach their sales goals. To accomplish this, **dealers must leverage all tools at their disposal** to ensure their inventory makes it to the top of the Search Results Page and stays top of mind for buyers.

We spoke with several dealers of various sizes and locations who have utilized RV Trader's newest lead-generating product, Premium Select, to gain insight on the success they are seeing thus far. This group of dealers included *Sammy Khalilieh, CEO of RV Ready*, who gave us exclusive insight into their success with Premium Select.



Sammy Khalilieh, CEO
RV Ready



Located in the recreation-rich area of Lake Elsinore, California, RV Ready is a family owned and operated dealership who prides themselves on their customer satisfaction. Like many other dealers, RV Ready has found themselves in a situation where they have a number of **aged units on their lot that have been costing them money** each month. They needed to move those units quickly, while also maintaining their position in the market.

Once RV Ready added Premium Select Ads into their arsenal of RV Trader marketing tools, they were able to **place selected units at the very top of the search results page**. This allowed RV Ready to generate more exposure and drive more leads - allowing them to get rid of stale inventory and continue to move in-demand units.

Challenges	Maintain Brand Reputation	Saturation in the Market	Stale Inventory Costing Money
Goals	Expedite Unit Sales	Increase Exposure and Lead Volume	Move Aged Units
Results	7X More Connections than Non-Premium Select Ads	15X More Vehicle Details Page Views than Non-Premium Select Ads	43X More Search Results Impressions than Non-Premium Select Ads

RV Ready needed a marketing solution to help them sell more targeted units to shoppers, while maintaining their high customer satisfaction rating. Premium Select proved to be the ideal tool to achieve this goal. By using Premium Select Ads to put specific models at the top of the search results page, RV Ready was able to direct shoppers' attention to models that had been on the lot for a longer period, generating more leads and helping to move non-current units.

Overcoming Hesitations: Incredible Results and Return on Investment

Sammy, just like many other business owners, was **originally apprehensive about the price** of the product. However, he understood the objectives and goals that RV Ready needed to achieve, and his RV Trader sales representative reassured him that Premium Select could provide the desired results swiftly. Feeling confident in the rep's advice, Sammy decided to move forward with adding Premium Select to his suite of marketing tools.

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My job is to bring people in. I've worked with my rep for a long time, and I trust his recommendations will put me on the right path.

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Maximizing Value: Strategic and Efficient

Sammy utilized **the flexibility of Premium Select** to create a customized strategy that best suited his individual needs. His strategy involved assigning or reassigning Premium Select to the aged units on his lot. He was able to further maximize the effectiveness of Premium Select by considering user search activity to establish a suitable timeline for advertising certain units. Leaving a unit in Premium Select status for *at least 2 weeks* yielded great results for the units that had not been getting the focus they deserved, allowing customers to find and consider units they might have otherwise overlooked.

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Two weeks seems to be the sweet spot. If something hasn't moved by then, we switch it up and apply to a unit that is more in-demand to get the most value.

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Leveraging Best Practices to Drive Results

To ensure Premium Select was being used to its fullest potential, Sammy followed listing best practices to make the ad as appealing and informative as possible for potential buyers. This included providing an **accurate and detailed description**, **setting a competitive price**, **taking quality pictures**, and more. These measures helped RV Ready increase their success in driving leads.

“

If your unit doesn't have good pictures, a good description, or a price, you won't get the leads you're looking for. Following those best practices is critical.

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Positive Outlook and Thriving Leads: RV Ready & Premium Select

To recap, RV Ready's experience with Premium Select has been highly positive. The **43X lift in search results impressions** over non-Premium Select Ads gave them a massive boost in brand awareness and unit exposure. This led to a **15X increase in VDP** views for ads in Premium Select status, and **double the number of leads** on those same ads.

RV Ready's well-established reputation and the effectiveness of Premium Select allowed them to generate more leads for their aged units to increase the likelihood of them moving off the lot. This strategic approach has proven successful, leading to increased growth and success for the company.

