

Study: DealerRater Visitors in Final Phase of Shopping Journey

A recent Oracle Data Cloud study shows that DealerRater visitors are likely to buy a car within weeks of visiting the site

WALTHAM, Mass. ([PRWEB](#)) June 14, 2016 -- A study conducted by Oracle® Data Cloud showed that visitors to DealerRater Dealer Profile pages are 3.5 times more likely to buy a vehicle than the average consumer. People who visited an employee profile are four times as likely to buy a vehicle as the average consumer. Of those visitors who later make a purchase, more than half complete the deal within four weeks of visiting the site.

Oracle Data Cloud connected visitors to DealerRater over a three-month period with subsequent vehicle sales data to confirm the actual vehicle purchase activity of site visitors. The analysis indicated that DealerRater visitors have significant purchase intent and are in the final phase of deciding on the dealership – and dealership salesperson – they intend to work with to secure a new vehicle.

DealerRater, the world’s leading car dealer review website, offers more than 2.5 million dealership sales and service reviews. Over 14 million consumers read DealerRater content across the web each month. DealerRater assists more than 5,600 Certified Dealership customers in the U.S. and Canada to transform consumer reviews into increased sales.

“DealerRater is the final stop for shoppers before calling or visiting a dealership,” said Gary Tucker, DealerRater CEO. “This study demonstrates that consumers coming to the DealerRater site are in the final stages of the buying process. Given that consumers are visiting fewer and fewer showrooms, it is especially important that dealers be in front of consumers at this stage of the buying process to showcase their dealership and their people.”

The Oracle study, commissioned by DealerRater, underscores the importance to sales success of engaging consumers online early in their vehicle-buying journey. Dealerships looking to profit from digital connections between their sales and service employees and in-market shoppers can download the highly-informative white paper, “Bridging the Car Buyer’s ‘Last Mile’” to learn more.

For more information on DealerRater, including CustomerConnect™, the newest addition to the company’s powerful suite of dealer-focused products, visit <https://www.dealerrater.com/dealers/products>.

About DealerRater

Founded in 2002, DealerRater is the world’s leading car dealer review website that connects consumers with the right person at the right dealership. The site offers more than 2.5 million sales and service reviews across 41,000 U.S. and Canadian dealerships, including a network of more than 5,600 Certified Dealers. More than 14 million consumers read DealerRater content across the web each month. By offering a product suite that allows qualified dealerships to manage their reputations and achieve higher SEO rankings, DealerRater supports new customer connections by growing online presence. For more information, visit www.dealerrater.com, Facebook, LinkedIn, Twitter, or contact 800.266.9455, ext. 1.

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