

PERQ

PUBLIC RELATIONS SUMMARY



2017 Awards



PERQ for FATWIN won the 2017 Digital Innovation Award by Ventana Research for the Marketing category



Muhammad Yasin of PERQ won the 2017 B2B Innovator Awards by DemandGen



PERQ Honored as Gold Stevie® Award Winner for 'New Product of the Year: Lead Generation Software' in 2017 American Business Awards



PERQ (Online: PERQ's Online Guided Shopping Solution) won the 2017 BIG Awards for Product of the Year- Small



Rachel Kilroy of PERQ was featured in Techpoint's Tech25 Awards Class of 2017



PERQ won 7th annual Best in Biz Awards. PERQ named a Silver winner in the Small or Medium Business Service of the Year category

Bylines Published

February 2017 Dealer Marketing Magazine **23**

Business Development

Trade-In Leads: A Great Conversion Opportunity—If You Do It Right

By Russ Chandler



Before you start reaching back to the top three conversion rate (CTR) leads, there are several important factors to consider in your trade-in appraisal. The goal is to get the most out of the trade-in process.

As the year goes on, vehicle leads will continue to grow. However, the number of trade-in appraisals will likely decrease. This is because many consumers are now using online tools to get their vehicles appraised. This means that dealers need to focus on the quality of their trade-in appraisals rather than the quantity.

At this point, your dealership likely has a good number of trade-in appraisals. However, you need to focus on the quality of these appraisals. This means that you need to ensure that your appraisals are accurate and that you are providing a good customer experience.

One of the best ways to improve your trade-in appraisal process is to use a digital tool. This will allow you to provide a more consistent and accurate appraisal. Additionally, you can use a digital tool to track the performance of your appraisals and to identify areas for improvement.

Another important factor to consider is the timing of your trade-in appraisal. You want to ensure that you are providing an appraisal at the right time in the customer's buying process. This means that you need to be proactive in reaching out to your customers and providing them with an appraisal as soon as they are ready to trade in their vehicle.

Finally, you need to ensure that you are providing a good customer experience throughout the entire trade-in process. This means that you need to be friendly, helpful, and professional. You also need to ensure that you are providing a clear and concise explanation of the trade-in process and the value of the trade-in.

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HOME • DEALER • DIGITAL MARKETING • CAR DEALERSHIP DIGITAL INTERACTIVITY REPLACING STATIC SUBMISSION FORMS

Car Dealership Digital Interactivity Replacing Static Submission Forms

INDUSTRY VOICES

Russ Chandler May 15, 2017

Dealers should use information provided - and immediately give them something of value in return.




Static online submission forms once were a standard for dealerships, but consumers are quickly picking up on the fact they really don't pay you value from these.

Dealer Marketing Magazine

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How to Reduce the Time From Trade-In Appraisal to Purchase

The average time from appraisal to purchase is 12.7 days—why are "ready to buy" consumers waiting?

By Russ Chandler

Last month, I revealed the high opportunity leads in leads on for the dealer who work them well. Clearly a shopper who requests an appraisal is going to be a low-funnel consumer coming to buy soon.

Now I want to share some data that proves that point—and sheds some light on why these consumers are often left sitting on the lot unable to cash their check.

Dealer Marketing Magazine: Trade-In Leads: A Great Conversion Opportunity - If You Do It Right

WardsAuto: Car Dealership Digital Interactivity Replacing Static Submission Forms

Dealer Marketing Magazine: How to Reduce the Time From Trade-In Appraisal to Purchase

Dealer Marketing Magazine **June 2017**

Business Strategy

Why There's Absolutely Nothing Wrong With Duplicate Leads

By Russ Chandler



Thinkably, it's the act of submitting multiple leads that is the problem. However, there's nothing wrong with duplicate leads. In fact, there's a lot of value in them. Duplicate leads can provide you with more information about your customers and their buying process. This information can be used to improve your marketing and sales efforts.

One of the main reasons why duplicate leads are valuable is because they provide you with multiple contact points for the same customer. This means that you can reach out to the customer at different times and through different channels. This increases the likelihood that you will be able to reach the customer and convert them into a sale.

Another reason why duplicate leads are valuable is because they provide you with more information about the customer's buying process. For example, you can see how many times the customer has visited your website, how many times they have contacted you, and how many times they have submitted a lead. This information can be used to identify areas for improvement and to optimize your marketing and sales efforts.

Finally, duplicate leads can provide you with more information about the customer's needs and preferences. This information can be used to tailor your marketing and sales efforts to the customer's specific needs and preferences, which increases the likelihood that you will be able to convert them into a sale.

Dealer

By Russ Chandler, Director of Marketing

Predicting Dealership Website Micro-Moments to Drive Conversion



Micro-moments are literally moments where consumers reach for their smartphones or laptops to look for answers to questions that come up during that moment.

These moments are often triggered by a specific event or action, such as a customer clicking on a link or a customer entering a search term. These moments are often very brief, but they can be very powerful. If you can identify these moments and provide a helpful response, you can increase the likelihood that you will be able to convert the customer into a sale.

One of the best ways to identify these moments is to use analytics. Analytics can provide you with valuable information about your website visitors, including how long they stay on your website, how many pages they view, and how many times they click on a link. This information can be used to identify areas where your website visitors are spending the most time and where they are most likely to be looking for answers to questions.

Another way to identify these moments is to use social media. Social media can provide you with valuable information about your customers' interests and needs. For example, you can see what your customers are talking about on social media, what they are interested in, and what they are looking for. This information can be used to identify areas where your customers are most likely to be looking for answers to questions.

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Mental Toughness Is the Key to Automotive Sales Success

Automotive insecurity is something everyone feels. It doesn't pay to base yourself up when a sale falls through.

By Russ Chandler

One thing is for sure: in my 20 years in sales it is the fact that the "hard sell" and "insecurity" are one of the largest constraints on sales success. After all, getting in on an auto sale...

If you're the most people, you have your good months and your bad months. Mental toughness is what gets you through those highs and lows. It's a key part of professional development in sales.

Dealer Marketing Magazine: Why Duplicate Leads Are a Problem Worth Having

Digital Dealer Magazine: Predicting Dealership Website Micro-Moments to Drive Conversion

Dealer Marketing Magazine: Mental Toughness Is the Key to Automotive Sales Success

Other Sample Coverage



CBT News: Andy Medley: Why customers want total control of the car buying process



F&I and Showroom: It's a Trap! Car Buyers Hip to Lead Capture Forms



Dealer Marketing Magazine: PERQ Joins CDK Global Partner Program



F&I and Showroom: Sending Out an SMS: Car Buyers Prefer Texting to Calls



CBT News: Study: How Car Buyers Really Want To Be Contacted



Auto Remarketing: Florida Ford store involved with PERQ's \$25K promotion winner

Other Sample Coverage

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How to quantify web-to-store sales
Thomas Lester, August 3, 2017

Retailers Go Through great lengths to create a certain ambience in store. Product is arranged just so, staff is trained well, lighting is set accordingly and music is played. When done right, it encourages folks to stay and shop. In most cases, the same can't be said for a retailer's online presence. It's either incomplete or little more than a selection of product photos and prices. With around three quarters of consumers researching online before they even step foot into a store, the right online presence is essential in creating that gift-wrap to sales.

"We live in a digital world and we're judging each other on what we see on Facebook, LinkedIn, Snapchat, etc. You're making determinations about someone's reliability based on what you're seeing online," said Scott Hill, co-founder and executive chairman of Perq, an online services provider. "People are judging these familiar stores based on what their website is. They're basically presenting themselves as if their showroom is just a floor full of product and price. That's not a very good customer experience. You would never stand for it in your store but that's the accepted price online. Additionally, most retail websites are one size fits all, meaning that the experience is the same for the customer looking for blue pillows as it is for the customer who'd like more information on accent chairs."

"With an existing website right now, the only way to engage is with a lead form. Basically ask a question and wait. That's not very interactive or engaging. You're basically training the consumer to do the opposite of what you want," Hill said. "Data shows the average person who fills out a contact or form leaves the website within 45 seconds of doing that. Where do they go after they fill out the lead form? They go to your competitor's site and do the same thing."

Hill presented Perq's Fall web engagement technology at April's **High Point Market** during a seminar at the Home Furnishings Association's Retailer Resource Center. He also had a booth inside the RRC where he met with Home Accents Today to discuss the technology, which focuses on providing an "online sales associate" that leads shoppers from the website into the store, thus qualifying online lead generation.

"We increase the level of engagement to allow the consumer to spend more time on the website and dive deeper and get

Home Accents Today: How to quantify web-to-store sales

Furniture Today

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Online experience is about 'what consumers expect'
Alex Milstein, April 26, 2017

HIGH POINT — Is the experience you offer online shoppers on your website the same as the experience you offer customers who shop in your store?

According to Scott Hill, cofounder of Perq, a marketing technology company focused on customer engagement and behavior, it needs to be.

In his **High Point Market** seminar, "5 ways to drive in-store sales from your website," Hill explained that a retailer's website is its largest showroom, and retailers need to treat it that way.

Perq helps retailers do this by creating a better online experience for customers, and personalized experience that can eventually be turned into data that retailers can use to grow their businesses.

In the seminar, Hill ran through the five steps to create a more useful website: experience, interactivity, personalization, data and metrics.

Furniture Today: Online experience is about 'what consumers expect'

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Retailers Go Through great lengths to create a certain ambience in store.

Amber Engine Announces New Integration with Retail Management System Provider PROF Telematics
Integration of Amber Engine's product data solution software streamlines product content imports and updates for home furnishings retailers.

Lazzaro Leather Takes Fresh Approach to Millennial Market
Lazzaro Leather will introduce a variety of creative, fashion-forward groups at the High Point Market designed with Millennials in mind.

Thom Filicia Introduces New Caseloads & Upholstery For High Point Market
Thom Filicia will be adding about a dozen new pieces to his furniture collections from Vanguard.

PERQ To Offer High Point Seminar On Creating Personalized Website Experiences
"5 Ways to Drive In-Store Sales From Your Website" will be presented in HFA's Retailer Resource Center.

Cover Photo: The Chair Bed from Cleverton Bed Group.

Furniture World: PERQ To Offer High Point Seminar On Creating Personalized Website Experiences

Dealer Marketing Magazine

August 2017

Take a Closer Look at Your Search/SEO Strategy

You get your dealership website's search strategy and search engine optimization (SEO) checked and approved, right? Because of the abundance of online customer profiles, look one of the steps of Google's algorithm, "algorithmic," which means that the search engine will look for patterns in your website's content, structure, and other conventional website tags and attributes. This page "read" has been set to bring enough. The more you know about how to create a strong, personalized customer experience, the better your website will perform. And all businesses must create a unique and compelling customer experience that is consistently strong. And all businesses must create a unique and compelling customer experience that is consistently strong. And all businesses must create a unique and compelling customer experience that is consistently strong.

Key Contributors: Dan Sweeney, CEO of Sweeney's; Mike Sweeney, CEO of Sweeney's; Dan Sweeney, CEO of Sweeney's.

Dealer Marketing Magazine: Take a Closer Look at Your Search / SEO Strategy

Internet Department News

Infiniti Joins automotiveMastermind Platform
Infiniti dealers now have the opportunity to partner with automotiveMastermind, which offers predictive analytics to drive sales and customer retention.

Helion Issues Dealer Data Security Guidance
Describing dealership data breaches as an "imminent threat," Helion Automotive Technologies' Eric Nachbahr has issued proactive security recommendations for auto dealers.

PERQ: Decluttered Dealer Sites Perform Best
A new analysis of consumer behavior data suggests that decluttering dealership websites increases profit, data collection and click-throughs.

TradeRev Adds Three New U.S. Markets
Dealers in Dallas and the states of New York and Pennsylvania can now use TradeRev's mobile app to value trade-ins.

DealerTeamwork Announces Partnership with InteractiveTel
The new collaboration aims to improve customer interaction tracking and data reporting.

Black Book Powers AutoGravity's Trade Appraisals
Black Book and AutoGravity have reached an agreement that pairs Black Book's valuation tools with AutoGravity's digital sales and financing platform.

Impala Most Cross-Shopped Vehicle in 2016

Auto Dealer Monthly: PERQ: Decluttered Dealer Sites Perform Best

Auto Remarketing Canada

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10 used vehicles with most volume funded via Dealertrack

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Auto Remarketing Canada: PERQ brings its business to Canada