

VOLVO CARS UK CASE STUDY

Why Volvo Cars UK have been one of Leasing.com's most successful advertisers during 2020 and 2021

OVERVIEW

Volvo Cars UK first engaged with Leasing.com as a route to market for their in-stock cars during the first lockdown of the Covid 19 pandemic. In the two years since then, the promotion of their offers on Leasing.com has matured to become an integral part of the brands retail strategy with strong monthly enquiries and a conversion rate to envy.

Tactical offers

Due to Leasing.com's unique 'Best Value' algorithm, Volvo deals are highly visible when users sort offers by best value in their comparisons. Volvo frequently update their offers to ensure that they are always the most competitive on the site for Volvo cars. These top ranked deals are highly effective for achieving quick sales of in stock vehicles.

THE APPROACH

Competitive pricing

Volvo are always a popular brand among Leasing.com users with the Volvo XC40 and V60 regularly featuring among our most searched cars. As well as using Leasing.com to clear stock Volvo Cars UK ensure that their offers for factor order cars are also competitive. This broad approach saw them secure over 12% of all Leasing.com enquiries on Volvo models in 2021.

Simpler customer journey

Volvo use Leasing.com's admin panel to respond to consumer enquiries and use the site's online application forms to process the finance. This reduces the number of engagements the customer goes through to complete the sales journey. Combined with responding quickly to all enquiries this delivers the exceptional conversion figures which Volvo achieve on Leasing.com.

THE RESULTS

Enquiries



725

High-quality, unique leads
in 2021

Sales



387

Cars sold

Conversion Rate



53%

From enquiry to vehicle sale

CONCLUSION

Volvo Cars UK have had remarkable success in their first two years advertising on Leasing.com. By fully utilising the back-office services which Leasing.com offers they have achieved a simplification of the customer journey which, combined with regularly revised competitive offers, has translated into strong enquiry rates, excellent conversion rates and ultimately increased sales.



"We have built a very successful relationship with Leasing.com over the last two years and they are now a key partner in our sales strategy for the leasing market"
- Sarah Tottle, Remarketing and Fleet Operations Lead at Volvo Car UK

"Volvo Cars UK have been selling direct to the leasing market via Leasing.com for the last two years. In that time they have achieved over 1,000 sales from just under 2,000 enquiries. Their tremendous performance on both fronts is a great demonstration of how well the Leasing.com platform can work for advertisers when used to its full potential."

- Paul Harrison, Head of Strategic Partnerships at Leasing.com