

STONEACRE CASE STUDY

How Stoneacre Chesterfield partnered with Leasing.com – the car leasing experts – to promote and sell their wide-range of multi-brand in stock vehicles.

OVERVIEW

Stoneacre Chesterfield – part of the 15th largest dealer group in the UK – started working with Leasing.com in 2015. Both parties have gone on to develop a close-knit working relationship.

Stoneacre Chesterfield turned to Leasing.com to help promote and sell its diverse range of in stock vehicles. Stoneacre Chesterfield promotes offers from Volvo, Seat, Peugeot, Suzuki, Fiat, Citroen, Renault, Hyundai, Honda, Abarth and Alfa Romeo.

Through Leasing.com, users can compare deals on millions of vehicles, make an enquiry, communicate with partners through messaging tools and fill out an online application form. All these tools allow advertising partners to receive high-quality leads from in-market customers looking to quickly secure their next new car.

Stoneacre Chesterfield has used these tools to sell nearly 100 vehicles in the last five months, during the coronavirus pandemic.

THE APPROACH

Consumer choice

The size and scale of Stoneacre's nationwide operations means they have access to a broad range of vehicles from different franchises. This means Stoneacre Chesterfield is able to promote leasing offers from multiple manufacturers increasing the choice they are able to offer consumers on Leasing.com.

Strong offers

More choice does not translate to more consumer engagement unless leasing offers are also competitive. Stoneacre Chesterfield constantly benchmarks their offers against the rest of the market on Leasing.com to ensure their franchises are competitive. Thanks to Leasing.com's unique 'Best Value' algorithm, Stoneacre Chesterfield's deals are highly visible when consumers compare them against the rest of our marketplace.

Online transactions

Stoneacre Chesterfield are excellent at responding to consumers sales enquiries and further questions via the Leasing.com Admin Panel messaging tool. What's really helped their sales conversion is the use of Leasing.com's online application form which is intuitive to use and helps the firm progress a lease agreement at the consumers preferred pace.

THE RESULTS

Enquiries



667

High-quality, unique leads

Sales



90

Cars sold

Conversion Rate



13.5%

From enquiry to vehicle sale

CONCLUSION

To sell new cars, advertising partners need access to an in-market consumer audience, competitive leasing offers and available stock to meet immediate consumer demand. More and more consumers also expect to complete their transaction online so slick digital journeys also need to be supported by first-class customer service. Stoneacre Chesterfield continue to get this mix right to achieve sales success.



"We really value our long-running relationship with Leasing.com. Their marketplace and digital tools have helped us to consistently grow both our new car sales volumes and leasing business. While 2020 has been a turbulent year for everyone in the automotive industry, we're confident our conversion rate will increase further as access to vehicle stock settles down." - **Simon Chapman, Fleet & Business Sales Manager at Stoneacre Chesterfield**

"The Leasing.com team have built a close working relationship with Stoneacre Chesterfield over the last five years. We enjoy working with a partner that recognises how to stand out on our marketplace and make the most of the digital tools that we provide as part of our service. While Stoneacre has performed well in difficult 2020 trading conditions, we look forward to helping them achieve an even higher conversion rate of 20%+ as was seen pre-pandemic." - **Paul Harrison, Head of Strategic Partnerships at Leasing.com**