

ZENAUTO CASE STUDY

How ZenAuto partnered with Leasing.com – the car leasing experts – to promote and sell large volumes of new cars.

OVERVIEW

ZenAuto, the direct-to-consumer proposition from Zenith Intelligent Vehicle Solutions, started working with Leasing.com in August 2019 and have since gone on to become one of our most successful advertising partners.

ZenAuto turned to Leasing.com to help promote and sell their in stock vehicle offers.

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

ZenAuto has used these tools to sell over 900 vehicles in the last six months.

THE APPROACH

Market insight

ZenAuto used our comparison tools to analyse all the deals available on different makes and models of vehicles from across the market and used this information to then identify opportunities for their business.

Leading offers

ZenAuto created strong leasing offers for consumers and businesses on vehicles they had access to. Thanks to Leasing.com's unique 'Best Value' algorithm, ZenAuto's deals were highly visible when consumers compared against the rest of the marketplace.

Response

ZenAuto's dedicated sales team quickly responded (often within minutes) to consumer enquiries and concisely answered their questions on lead times and vehicle specification. Consumers who wished to progress with an offer then completed a digital application process.

THE RESULTS

Enquiries



4,579

High-quality, unique leads

Sales



901

Cars sold

Conversion Rate



20%

From enquiry to vehicle sale

CONCLUSION

To sell new cars, advertising partners need access to market intelligence, an in-market consumer audience and market-leading offers. More and more consumers also expect to complete their transaction online so this slick digital journeys also need to be supported by first-class customer service when people need help. ZenAuto got this mix right to achieve sales success.



"Since we started working with Leasing.com we have been consistently impressed with the quality of their audience and the volume of new car sales enquiries they have provided to our team. We've got a close working relationship with Leasing.com and they will continue to be an important partner for us going forward."

- Richard Hamilton, Group Director at ZenAuto

"ZenAuto's combination of competitive in stock deals coupled with excellent enquiry response times and customer service have led to high enquiry levels and a strong 20% conversion rate. They have been one of our most successful advertisers in 2020 and we look forward to a long-running partnership."

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