

VIP GATEWAY CASE STUDY

VIP Gateway are one of Leasing.com's long standing advertng partners. They have enjoyed consistent and continuous success advertng with us over many years.

OVERVIEW

To achieve success via advertising with Leasing.com leasing brokers need to deliver in three key areas:

Competitive offers which are ranked highly by Leasing.com's unique 'Best Value' algorithm

A broad range of offers to meet the demands of all customer types

A quick and effective response to enquiries to ensure the best possible sales conversion

VIP Gateway have been advertising with Leasing.com since 2017 and consistently deliver against the above three KPIs, making full use of the Leasing.com service. Every month they are in amongst our top ten advertising partners in terms of enquiries and conversions.

THE APPROACH

Competitive

Leasing.com's 'Best Value' algorithm compares the overall value of all offers on our site. VIP Gateways offers are consistently priced competitively against other advertisers to ensure the best enquiry rates.

Comprehensive

In the last month enquiries from Leasing.com to VIP Gateway have covered over 20 brands. Their offering is spread across a range of volume and premium brands with a full range of body types and fuel types included. Crucially in the current climate of restricted supply their offers are prominent on the Leasing.com 'In stock' page.

Responsive

VIP Gateway respond quickly to all consumer enquiries, ensuring that potential customers get the information they need when they need it. This delivers an enquiry to sales conversion rate which is well above the average for Leasing.com advertising partners.

THE RESULTS

Enquiries



Top 10

Within the top 10 Leasing.com advertising partners by enquiries received each month

Conversion Rate



25%

From enquiry to vehicle sale

CONCLUSION

VIP Gateway engage fully with Leasing.com to obtain the best value from our service. They maintain a consistent and high-quality engagement with us and receive a consistent and high-quality flow of business from us in return.



"VIP Gateway prides itself on providing a level of customer service which brings customers back to us time and time again. Leasing.com delivers a constant flow of new customers to that first-class experience, which is crucial to our ongoing business growth."

- Luke Hart Mears, Managing Director at VIP Gateway

"We have been working with VIP Gateway since 2017 and they are consistently one of our leading advertising partners based on enquiry volumes. The team at VIP are hardworking and always go back to consumers within a quick timeframe resulting in very good conversion of leads from Leasing.com."

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