



3 STEPS TO — A 25% CLOSE RATE ON DIGITAL LEADS

A Practical Guide For Omnichannel
Digital Retailing



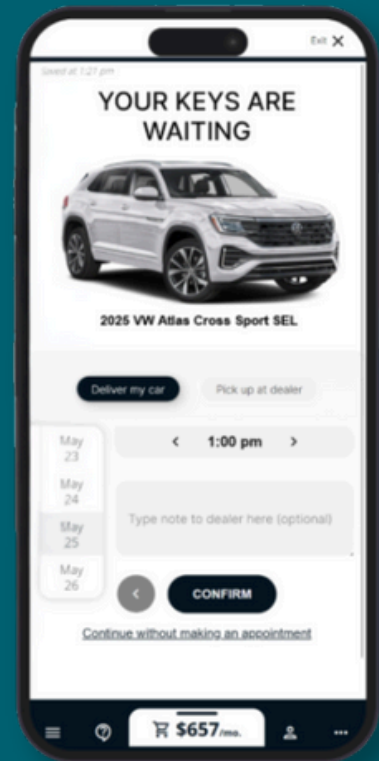
INTRODUCTION

Today's buyers don't think in channels.

They just expect a seamless, flexible experience wherever they shop.

Whether online, in-store, or bouncing between both, your dealership needs to meet customers with the same speed, transparency, and ease at every touchpoint.

This guide will show you how to do just that.



*If you're looking to sell more cars, win more customers, and streamline your sales process—**this is where to start.***

PART ONE

What Even Is Omnichannel Digital Retailing?

"Omnichannel" isn't just a buzzword. It means giving your customers a connected, consistent experience across every touchpoint—online and in-store.

Most dealerships offer **multi-channel retailing**—separate tools and experiences that don't always work together. **Omnichannel goes further:**

FEATURE/EXPERIENCE

MULTI

OMNI

Online tools available



Consistent pricing across channels



Trade-in values carry over from online to in-store



Credit app info used by in-store staff



Customer does NOT restart process when switching channels



Seamless handoff between online and showroom



Customer feels in control

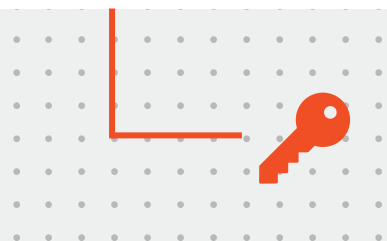


Deal closes faster



Use this as a quick self-check:

If you're offering digital tools, but they don't connect to your in-store experience—**you're still stuck in multi-channel.**



PART TWO

Why Omnichannel Is No Longer Optional

Car buyers are no longer willing to start over at every stage.

70%

Of car buyers want the ability to start online and finish in-store seamlessly

*Cox Automotive

50%

Will switch to a competitor for a more seamless experience

*McKinsey

Translation: If your store doesn't offer a consistent, connected experience across online and in-store, customers are going elsewhere.

What Happens When You Don't Adapt?

- Deals take longer to close
- Salespeople have to restart the process
- Trade-in values and pricing feel inconsistent
- Customers lose trust—and walk
- F&I penetration and gross suffer

Meanwhile, **top-performing dealers** are using omnichannel strategies to:



Increase close rates



Capture more F&I profit



Win loyalty with a better experience

RECAP

In a tight market—
where margins matter
and buyers have more
control—experience is
the differentiator.

If you can't provide
speed, transparency,
and flexibility, you'll
fall behind.

Omnichannel isn't about replacing your
sales team—it's about empowering them
to close faster, with happier buyers.

The 3-Step Play for Omnichannel Digital Retailing



You don't need to overhaul everything overnight. The key is to connect the dots between your digital tools and in-store processes, one step at a time.

Here's where to start:



COMMIT TO YOUR WEBSITE

This is the easiest place to start—no buy-in needed from your team.

- **Set the Stage.** Tell customers they can buy digitally and how it works on a landing page and with banners
- **Use an omnichannel digital retailing tool** that's fully transactional with rich merchandising, pre-qualification, and customizable trade appraisals built in.
- **Get the right CTAs on your site,** eliminate dead ends and friction points, and make sure the experience is seamless.

Pre-qualification CTAs are the highest performing.

Make sure you are using one and that it actually performs a soft-pull that carries over to the showroom.



- **Then direct your marketing spend to drive as much traffic to your site as possible.** Use QR codes in print marketing that take customers directly to your DR tool.



TRAIN YOUR TEAM

Salespeople should know how to pick up a digital deal, review submitted info, and move it forward.

- **First, ensure your tools support “carryover” from online to showroom. If prices or payments change, trust breaks down.**

- **Align your online and in-store pricing.** Make sure what the customer sees online matches what they’ll see when they come in the store—especially payment estimates.
- **Make trade-ins and credit apps transferable.** If a customer starts these online, your team should see them instantly—and pick up where the customer left off, without asking them to start over.

- **Choose a DR provider that provides ongoing support and training.** A provider that picks up the phone or answers an email right away should be at the top of your list.
- **Map out the step-by-step roadmap for various online-to-showroom scenarios.** From BDC to Sales to Finance: what path will customers take to close the deal and who is doing what?

“I see you started online—let’s pick up right where you left off.”





TAKE IT TO THE SHOWROOM

Start every first pencil in your DR tool. Here's why:

- **Initial Trade Offers accepted at 30% higher rate.** A clear finding from our stores that use WebBuy in the showroom.
- **About 50% of deals will close quickly and easily with a digital retailing tool.** Customers love the transparency, and it's easy to build the deal to the penny.
- **Everything is pre-done by the desk managers,** freeing them up to focus on the tough deals instead of wasting time on ones that should be cut-and-dry.
- **Every customer sees every product, 100% of the time,** in a clear and easy-to-understand way, boosting backend profits.



Lastly, let the results do the talking.

Once you're up and running, the results will be impossible to ignore:

- **Higher lead conversion rates** (we're talking 30%+).
- **Less time spent per deal**, which means happier customers and more sales per team member.
- **Boosted gross profits** from better product presentation and transparency.
- **Higher CSI scores** because your customers love how easy and stress-free the process is.

Ready to Build Your Omnichannel Advantage?

WebBuy is the dealer-centric digital retailing solution that streamlines the car buying process with seamless online-to-in-store integration, penny-perfect pricing, and dedicated support. It is proven to help dealerships capture more leads, close more deals, and boost profitability.

WHAT WE DO



PROTECT DEALERS

The only platform that was built BY dealers, FOR dealers. Fully customizable to protect the way YOU do business.



DRIVE RESULTS

WebBuy delivers the industry's best car-buying experience—seamless, transparent, and effortless across all devices & touchpoints.

1

SEAMLESS
PLATFORM

2x

THE NUMBER
OF LEADS
vs. industry averages

3x


THE NUMBER
OF APPTS.
vs. industry averages

4x

THE CREDIT
APPLICATIONS
vs. industry averages

WebBuy[®]
DIGITAL RETAILING

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