

## **CarStory Market Reports Adopted by Over 6,000 Dealers; Dealer Group Reports Up to a 27% Increase in Used Vehicle Lead Submissions**

*Over 15 million consumers have used reports to discover their perfect car directly on a dealer's website*

Austin, TX ([PRWEB](#)) March 31, 2016 -- [CarStory](#) today announced that its Market Reports, which launched last year during NADA, are adopted by over 6,000 dealers, including over 50% of the Top 10 dealer groups. To date, over 15 million consumers have accessed the merchandising reports, resulting in over 24 million consumer sessions since last year.

According to a 120-day analysis by Virginia-based Checkered Flag Auto Group, the addition of CarStory Market Reports to its used vehicle VDPs drove a 27% increase in lead conversion to its VW dealership, while VW vehicles featuring an enhanced "CPO Chapter" (additional information on the unique benefits of the WorldAuto Certified Pre-Owned (CPO) program) experienced a 60% increase. Overall, Checkered Flag reported that lead conversion increased on dealership websites using CarStory Market Reports versus its dealership websites that had not implemented the reports.

CarStory Market Reports analyze tens of millions of pieces of customer vehicle preference data to offer the kind of upfront information that consumers are asking for, all while helping dealers move their inventory. The transparency of the reports resonates with today's online shoppers who have come to expect deep, accurate data when looking at any product online.

"CarStory Market Reports are helping turn our website visitors into car buyers – in addition to the amazing increase in lead conversion, our overall VDP bounce rate has gone down by 16%, while time spent on the page has increased by 10%," said Ryan Montville, Webmaster, of Checkered Flag Auto Group.

"Research shows that the more car shoppers engage with a VDP, the faster a vehicle will sell," said Chad Bockius, CMO, CarStory. "CarStory Market Reports are designed to drive more consumer engagement and more conversions for our over 6,000 dealer partners. The Checkered Flag Auto Group results prove that."

### About CarStory

[CarStory](#) is a service that matches used car shoppers with the right car. Using patented technology and an industry-leading dataset, CarStory facilitates an efficient, effective discovery process resulting in a confident purchase decision. With a network of over 6,000 participating dealerships nationwide, CarStory's available inventory and user-data is the largest, and most accurate in the industry. Discover your new used car and drive happily ever after at: [www.carstory.com](http://www.carstory.com).

### About Vast

[Vast](#) is a big data-as-a-service platform that provides consumer experiences —powered by data and analytics — for big purchases in automotive and real estate. Founded in 2005, Vast is the premier provider of big data solutions for many of the Global 1000's largest automotive and real estate businesses. Learn more at [Vast.com](http://Vast.com).

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