

# Unstoppable 1326% Trade-in Lead Growth

## Background

The Unstoppable Automotive Group is a growing family of dealerships including Mercedes-Benz of Temecula, Volvo Cars of Mission Viejo, and Audi Mission Viejo.

Amir Alahwal serves as the Director of Dealer Development and Volker Jaekel, a 20+ automotive veteran, is the Digital Marketing Director for the Unstoppable Automotive Group.



Their dealerships had bounced around a few different trade-in tools, including all of the big name brands you'd expect. The results were lackluster, with their only consistent approach to sourcing trade-in leads being within Roadster, their digital retailing platform. They renewed their interest in TradePending after seeing our trade-in values within the Roadster application, with TradePending delivering those values via the [API](#).

*“We went from having very limited trade-in lead volume to significant volume for our dealerships, literally overnight”.*

**Amir Alahwal**  
Director Dealer Development

## Results

Amir and his team worked with TradePending to optimize the Trade product integration across their websites. These placements, along with a seamless user experience across mobile and desktop, created instantaneous results after going live.

Prior to implementing Trade, the months of January 2021 through March 2021 averaged 8 trade-in leads per month. In their first full two months utilizing Trade, *they're averaging 117 leads per month, or 1,326% increase in trade-in lead volume.*

Amir continues, “We went from having very limited trade-in lead volume to significant volume for our dealerships, literally overnight”.



Call to Action



Enter Car



Receive Value

Prior  
Trade-in  
Lead Generation

8  
(Monthly)



SNAP  
Trade-in  
Lead Generation

117  
(Monthly)



**1326%**  
**IMPROVEMENT**

Per  
**100**  
Trade-in Leads



**17%**  
Conversion Rate

\*based on the sales team for Mercedes-Benz of Temecula



## Return on Investment

“We distribute our leads on a rewards basis. We set standards for sales people to complete, such as videos to send, phone calls to make, emails, etc. This extra incentive helps motivate our team, and is a contributing factor in our strong conversion rates.”

The sales team converts the trade-in leads into car sales at roughly 17%, an excellent conversion rate for any channel and any dealer.

*For every 100 trade-in leads, that's 17 cars sold. If they're grossing \$1,000-\$2,000 per vehicle, that's \$17-34K in new gross revenue from a solution that runs just a few hundred dollars per month, or a 30-60X return-on-investment.*

*“Trade has been a tremendous asset to our team. Digital retail solutions do many things well, but we trust the experts like TradePending for converting website visitors into trade-in leads and inventory sourcing opportunities.”*

**Amir Alahwal**  
Director Dealer Development

**17K-34K**  
New Gross Revenue



**30x**

**60x**

**ROI**

## Maximizing SNAP to Maximize Inventory Sourcing

Trade, like any tool, is most effective when put to good use. Jaeckel, Alahwal, and their team deserve extra credit for their excellent sales processes and marketing chops.

The marketing team began running “value your trade” campaigns, pointing their call-to-action to their custom landing page. From here, consumers can get their trade-in value within seconds, while Unstoppable gets an increase in leads and the opportunity to source more inventory. These campaigns accounted for roughly 35% of their trade-in lead volume in April.

They've also been smart to add a “Value Your Trade” product to their Google My Business listings, which **resulted in roughly 15% more trade-in leads in April.**

Finally, they needed the trade-in values to be consistent across Roadster's digital retailing solution on their website and the stand-alone valuation tools on their website. Consumers expect the trade-in values to be consistent across a dealer's website, chat, and digital retailing tools.

Amir concludes that, “Trade has been a tremendous asset to our team. Digital retail solutions do many things well, but we trust the experts like [TradePending](#) for converting website visitors into trade-in leads and inventory sourcing opportunities.”

