



CASE STUDY

McGRATH LEXUS

McGrath Lexus, located in Chicago, has a very aggressive Internet strategy that now incorporates ActivEngage, a service that provides a virtual sales team for the McGrathlex.com website. The following information will help to understand the real impact of using proactive live chat on your website.

McGrathlex.com received 4,420 unique site visitors in September. The average customer viewed 4.6 pages on the website. Tracking this helps ActivEngage determine which pages have the highest probability to engage website visitors in conversation. The average number of Virtual Ups (website visitors) per day was 273 in September. The dealership website offers an unparalleled number of daily engagement opportunities, compared to physical showroom traffic. With the right technology and service in place, McGrath Lexus has been able to personally meet and greet each website visitor virtually and establish rapport early on during the customer's shopping experience. This powerful first experience sets a positive tone for the entire purchase experience with McGrath Lexus.



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The highest traffic day was Tuesday and Wednesday was the second highest. As the Internet redefines how people shop for automobiles, it is imperative to have the right staffing in place at the right times to take advantage of peak site traffic.

In September 2.2% of website visitors engaged in a chat session, with 92% of chats resulting in a three-point data collection: full name, email and phone number. As consumers become more familiar with having ActivEngage service available on the McGrathlex.com website, these numbers will

continue to increase. On average dealers will see 3%-4% or more of visitors engaging in live chat. Tracking the top keyword for the website helps us understand how people are using Search to find the dealership. This helps to ensure we deliver the right message, at just the right time, for the customer as they visit the website.



McGrath Lexus is now positioned to accelerate their online marketing business by being able to not only engage each website visitor but also leverage and quantify the back end data that ActivEngage generates helping to fine tune and improve the website experience of each and every visitor.

**For more information please contact
ActivEngage, Inc at 800-775-7358**

Most frequently used Search terms to find McGrathlex.com

- McGrath Lexus
- McGrath Lexus of Westmont
- McGrath Lexus Westmont
- Lexus of Westmont
- Lexus
- Lexus Westmont
- Lexus McGrath