



Midway Autohaus

📍 **Location:** Chicago Metropolitan Area

🚗 **Dealer Type:** Independent

📅 **Customer Since:** 2015



“Our salespeople are aware that not all leads are created equally, so they’re extra excited and eager to hop on it when they see a CarGurus [Digital Deal] lead come through because they know that it’s a serious, committed buyer.”

Vaida Presniakovaite – Owner of Midway Autohaus

The Challenge

After noticing a major shift towards online car buying during the early months of the COVID-19 pandemic, Midway Autohaus wanted to find more ways to connect with digital shoppers and increase conversions.

The Approach

Midway Autohaus turned to strategic partner, CarGurus, to help expand their digital retailing offering. Owner, Vaida Presniakovaite, chose CarGurus Digital Deal to reach a wider audience of savvy, digital shoppers who have done their research and are more likely to convert. By adding the deal-building process to their CarGurus VDPs, Midway Autohaus has been able to close more business with less time and effort.

The Results

According to Vaida, one of the most valuable things about the product is the Digital Deal Summary that’s provided with each lead. These detailed deal summaries eliminate the need to ask the pre-qualifying questions - like whether a customer is buying the vehicle outright or financing. For Midway Autohaus, having the customer information readily available makes for a more seamless car-buying experience for both the dealer and customer alike.

Key Metrics

- 51% of Digital Deal leads set an appointment to visit the dealership¹
- Significantly higher closing ratio compared to traditional leads

1 Internal data based on early access users, September 2021

