



BETTER POSITION YOUR DEALERSHIP

For the Next Disrupting Event Using Digital Retailing



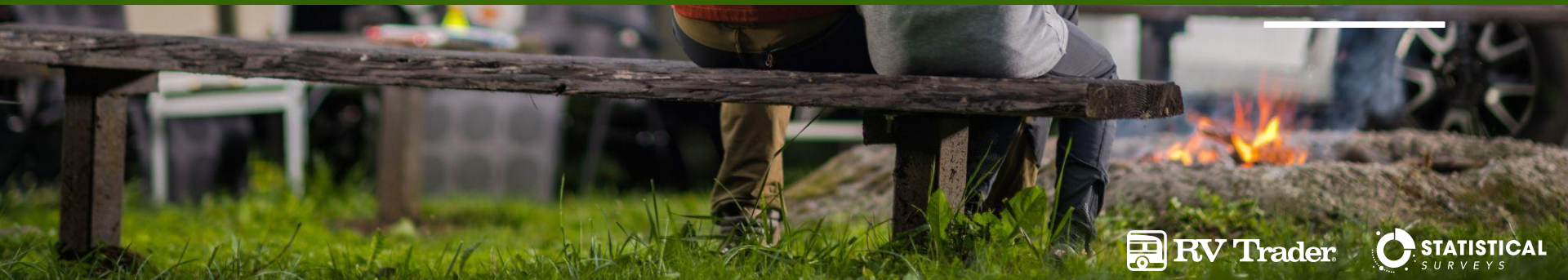


Lori Stacy
CEO, Trader Interactive



“The consumer’s behavior has undoubtedly **been changed in a lasting way.**”

Jim Lyski • CMO, CarMax





Agenda

1

Lesson #1: You Need to Work at the Speed of the Customer

2

Lesson #2: Understanding the Value of Data, Technology and Digital Retailing

3

Lesson #3: The RV Industry Is Resilient and Adapting to Our Digital Age



HOW DID WE GET HERE?

How Did We Get Here?

March 2020

Pandemic forced us all to quickly learn a new normal



Fall 2020 -

Spring 2021

Earlier manufacturing shutdowns lead to shortages throughout industries



Spring 2020

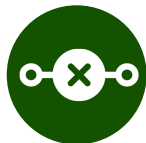
States begin to reopen, but many economists predict the economic crisis could take years to recover



Summer 2021 - Today

Tech and delivery shortages leading to dealers finding new ways to engage customers

Experiencing a Decade in Days



Never experienced this level of disruption, in a time with internet speeds this advanced



During 2008, bandwidth was at 3 megabits per second ¹



In 2017, 20 megabits per second ¹



Online delivery advanced 10 years in 8 weeks ²



Ripple Effects Felt by the Consumer

2 out of 3
Shoppers

Are more likely to buy a vehicle 100% online¹

22%↑

Increase in the number of monthly unique visitors to our sites, year over year²



Consumer spending habits are **not expected to change**

Ripple Effects Felt by the Consumer

2 out of 3
Shoppers

Are more likely to buy a vehicle 100% online¹

56%↑

Visitor traffic across all of Trader Interactive's marketplaces has **increased 56.2% year over year**



Consumer spending habits are **not expected to change**

The Consumer Adapted in Real-Time



The consumer is **more informed** and **further along the purchase funnel** than ever before

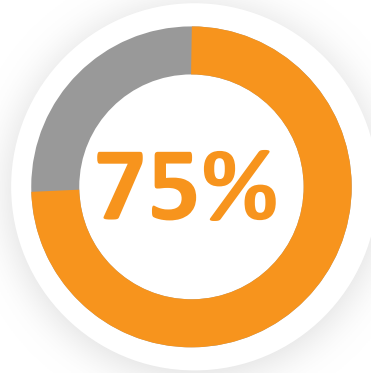


Visitor traffic across all of Trader Interactive's marketplaces has **increased 56.2% year over year**



Record breaking **conversion rate of 3.62%** on Trader Interactive marketplaces

Businesses Adapted at a Moment's Notice



Of executives regard digital transformation as becoming more urgent in light of COVID-19¹

Source: 1. [Wandera, 2020](#)

We Can't Predict the Future... But We Can Better Prepare for It



**A Devastating
Weather Event**



**Global
Tensions**



**Something
Worse?**



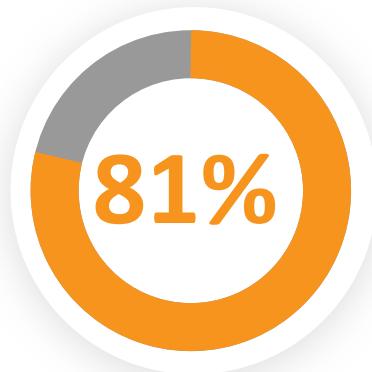
Lesson #1:

You Need to Work at the Speed of the Customer



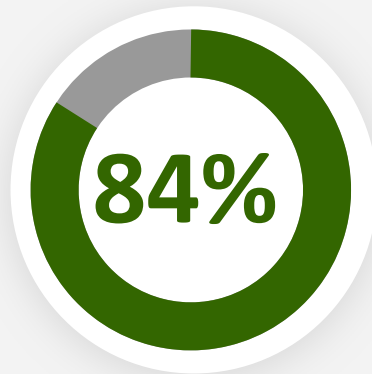


Did you know that...



of retail shoppers conduct online research before buying

And that...



of consumers believe retailers should be doing more to integrate their online and offline channels
























RV Trader



STATISTICAL
SURVEYS

More Digital Touchpoints

				
Visited Dealership	Watched Video on Youtube	Filled out Form	Viewed Photos	Requested Quote Online
				
Asked Family, Friends, and Coworkers	Used Model Comparison Tool	Visited OEM Website	Built and priced on OEMs site	Searched Tier 2 Dealer Inventory
				
Test Drove a Vehicle	Clicked Display Ad	Searched on Google	Visited Dealer Website	Visited Brands Social Page
				
Saw a TV ad	Used loan calculator on third party site	Read Consumer Reviews	Influenced by Online Ad	Read Professional Review
				
Browsed Newspaper Ads	Visited a Classified Marketplace	Located Dealer from Mobile	Watched Video Ad	Searched on Mobile

The Consumer Adapted in Real-Time



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Consumers Have New Preferences



of respondents said that they would buy an RV online¹



Preference for
trusted brands



**Less brand
loyalty** due to
supply chain
disruptions



EXPECTING to
have the ability to
browse and
purchase online

Source: 1. RV Trader, 2021

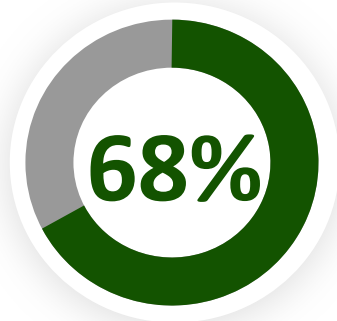
Your Consumer Audience has Widened

- ✓ Limited Inventory means consumers will drive farther to get what they want
- ✓ You are not just marketing to your local market
- ✓ You need to ensure people farther away can visualize themselves in your units

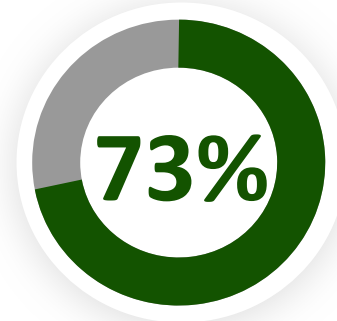
An aerial photograph of a dark asphalt road that curves through a dense, lush green forest. The trees are tall and closely packed, creating a textured canopy. The road is visible as a dark line winding through the green. The image is used as a background for the right side of the slide, with a dark green semi-transparent box overlaid in the center.

48% of RVers are willing to **drive 6+ hours** to find their perfect RV

Start Preparing to Sell Virtually Today



Of consumers state they are **more likely** to complete the purchase of an RV online if they **have a full RV report**¹



Of consumers state they are **more likely** to complete the purchase of an RV online if they **can see the unit in person first**¹

Source: 1. RV Trader, 2021



Digital
Presence



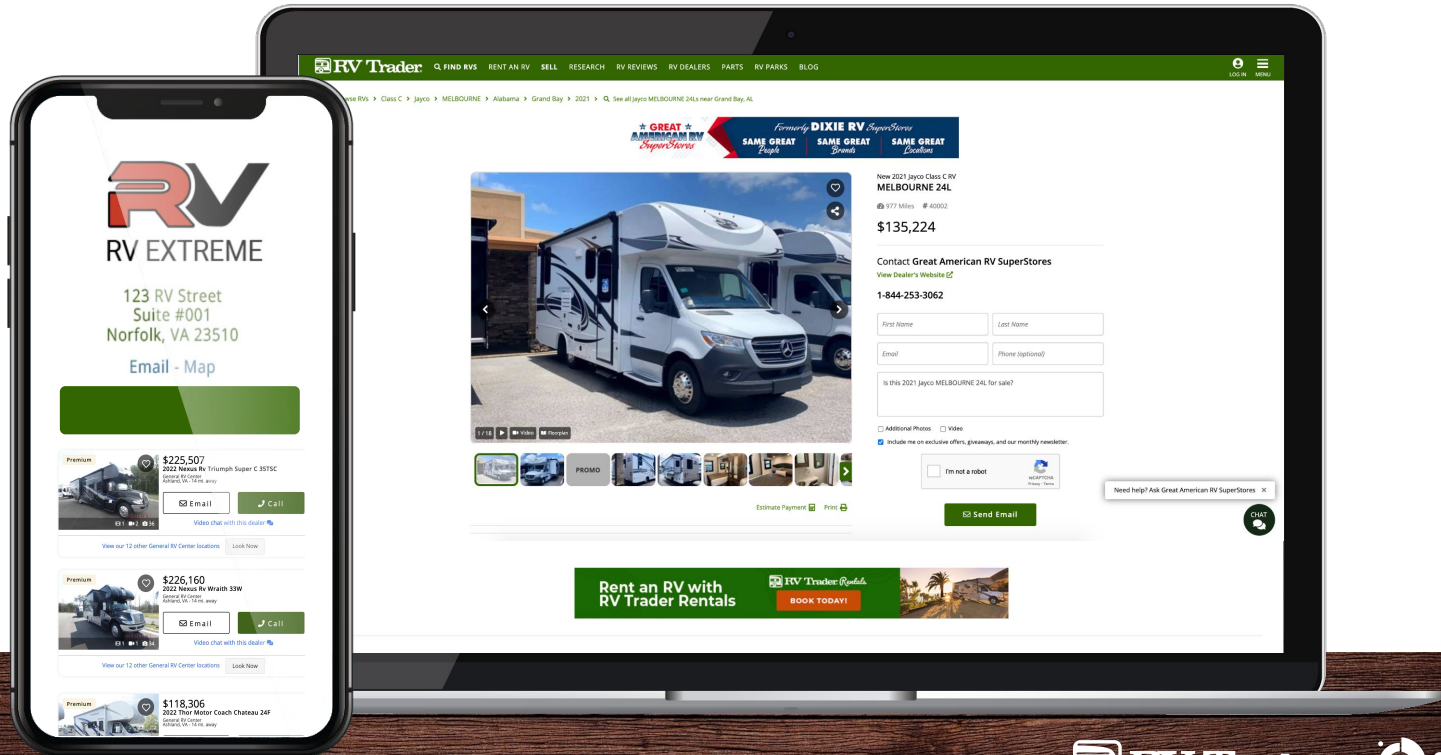
PAID



Power of
Videos

With Vehicle Merchandising,
Reach Consumers With a Click of a Mouse

Have a Well-Rounded Digital Presence





Price



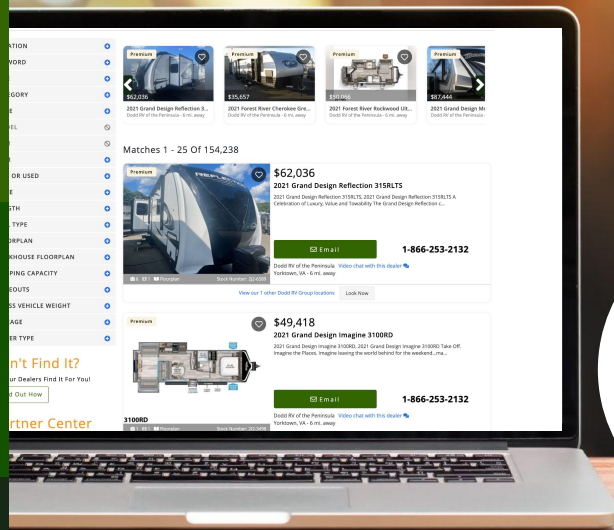
Appearance



Images



Description



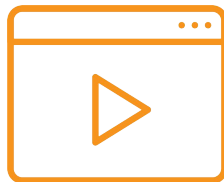
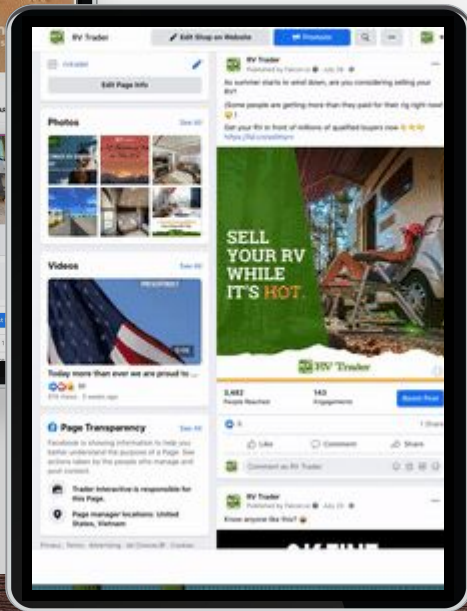
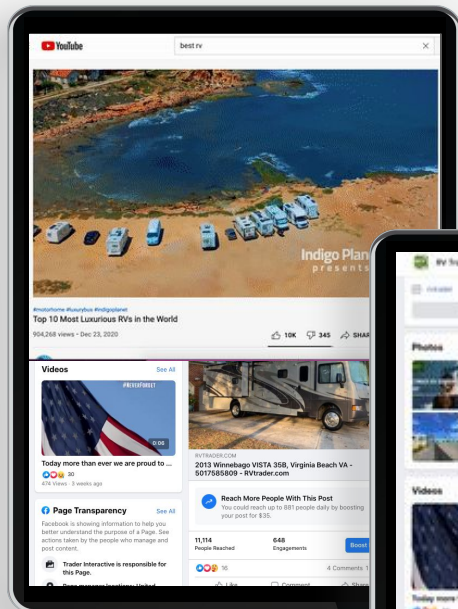
Get

P.A.I.D

86%

of consumers say that **photos and videos are most important** when considering buying an RV sight unseen¹

Power of Videos



84%

of people say they've been convinced to buy a product or service by watching a brand's video¹



Provide
element of
sound



Keep **buyers**
engaged
longer



Easy to capture
visuals with an
iPhone

Source: 1. [Invideo](#), 2021



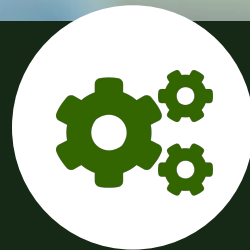
Engage
Virtually



Multiple
Channels



Mix of
Solutions



Effective
Technology

With Expanded Communication Channels,
Reach Consumers Where They Are

Text Messaging



of consumers
prefer text messaging
over direct phone calls ¹



**Engage
Quickly**



**Connect
Anywhere**



**Frequent
Conversations**

Source: 1. [SMS Comparison](#), 2021

Live Chat



Live Chat leads to a **40% increase** in conversion rates ¹



Convert



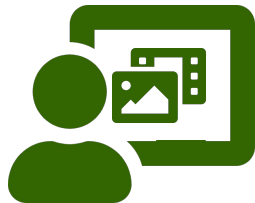
Support



Answer

Source: [ApexChat](#)

Video Chat



Video Chats per listing
increased by 2% from Q2
in 2021 to Q3.

Convert




Create Rapport
With Buyers



Virtual RV
Walkarounds



Higher
Conversion Rates



According to a recent McKinsey Global Institute survey, companies in the top quartile for growth **invested 2.6 times** as much in research, **technology**, software, **advertising** and branding, and human capital, as those in the bottom two quartiles.



Work at the Speed of the Consumer



Do not put new technologies on the back burner



The time taken to implement **helps in the long run**



Constantly be looking at trends



Digital Retailing is the **future**



RV Trader



STATISTICAL
SURVEYS

SECTION BREAKOUT #1

Let's discuss different ways your dealership can work at the speed of the customer

- What do you need to stop doing?
- What do you need to start doing?
- What do you need to continue doing?



Lesson #2:

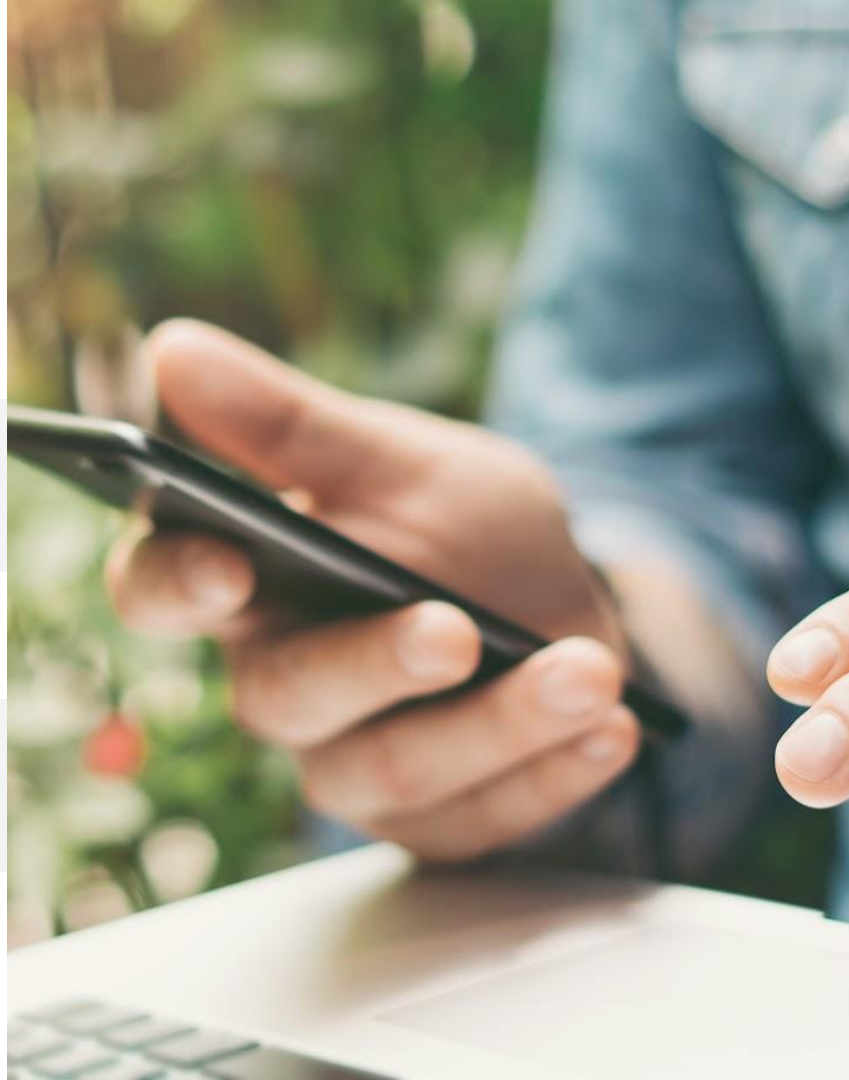
Understanding the Value of Data,
Technology, and Digital Retailing



Companies who adopt data-driven marketing are **6x more likely to be profitable** year-over-year.

The Value of Data

- ✓ See where your consumers are coming to you from
- ✓ Inventory Health
- ✓ Look at RV registrations in your area
- ✓ Benchmark yourself to the competition
- ✓ Forecast popular makes and models for more accurate ordering



The Data Informs Your Strategy

Use data to better
understand your
local market



These 10 zip codes
have a **majority** of
RV registrations in
your county



Towables saw an
increase in retail sales of
13.5% where motorized
only saw a **2%** increase
(2019 - 2020)

Retail Registrations have
exploded from 2019

2019	2020
418,422	478,094

New RV Registration Ages

Age Range	2021
34 and Under	9.26%
35-44 Years	24.48%
45-54 Years	21.78%
55-64 Years	24.69%
65-74 Years	15.88%
75+ Years	3.92%

Data Informs Sales Strategies



Time in
Market



Price
Range



Listings
Viewed



Recent
Activity




those with **Lead Enrichment**
turned on **received 5.2%**
more registrations than
those without it



The Value of Technology

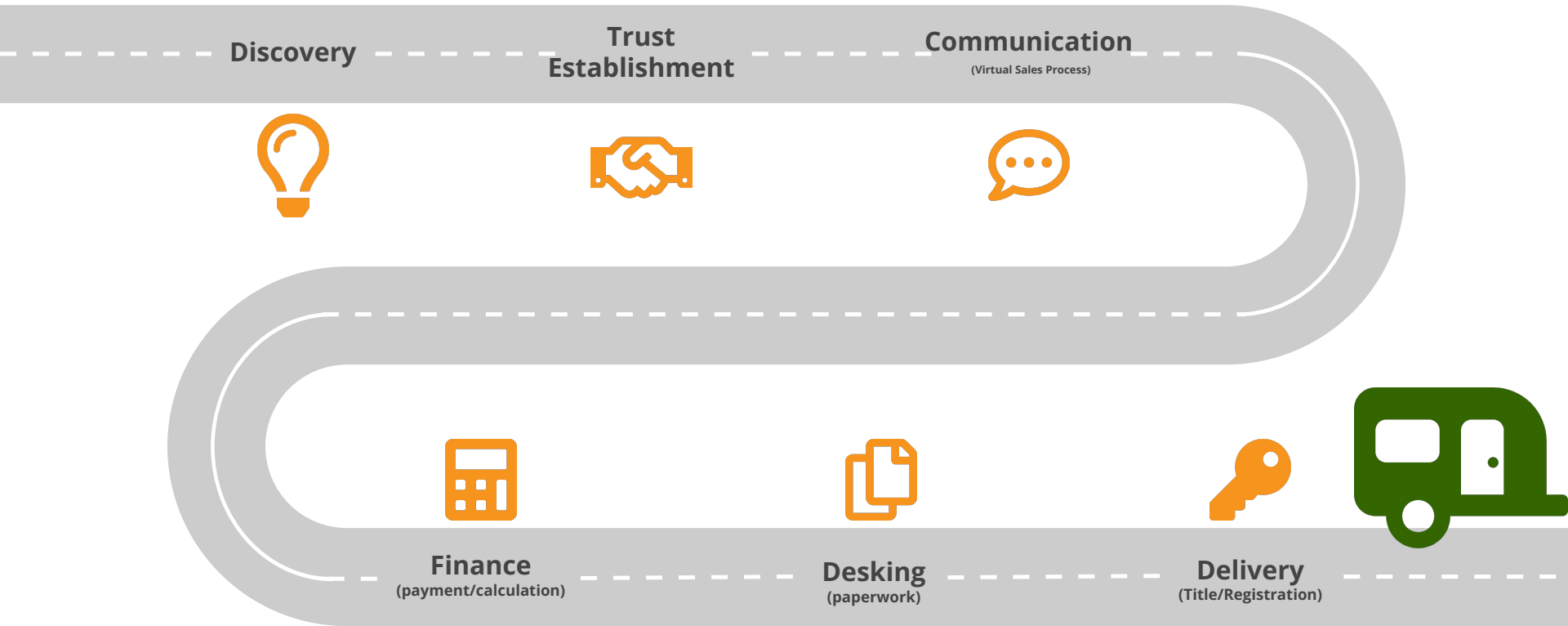
- ✓ Saves you hours of data analysis
- ✓ Pricing Analysis tool
- ✓ Lead Enrichment



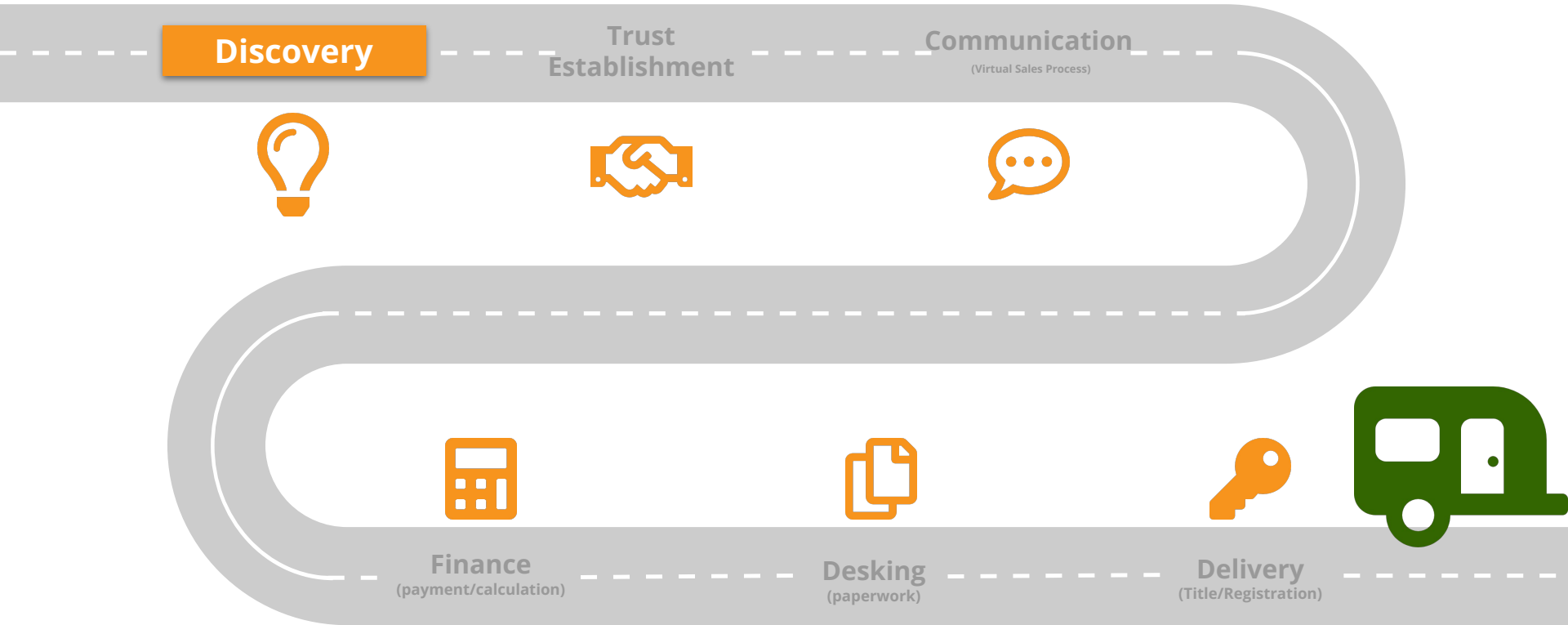
“Everyone’s understanding is that even after we go through this pandemic, **people will continue some of that changed buying behavior.**”

Bart De Muynck • Research VP, Gartner

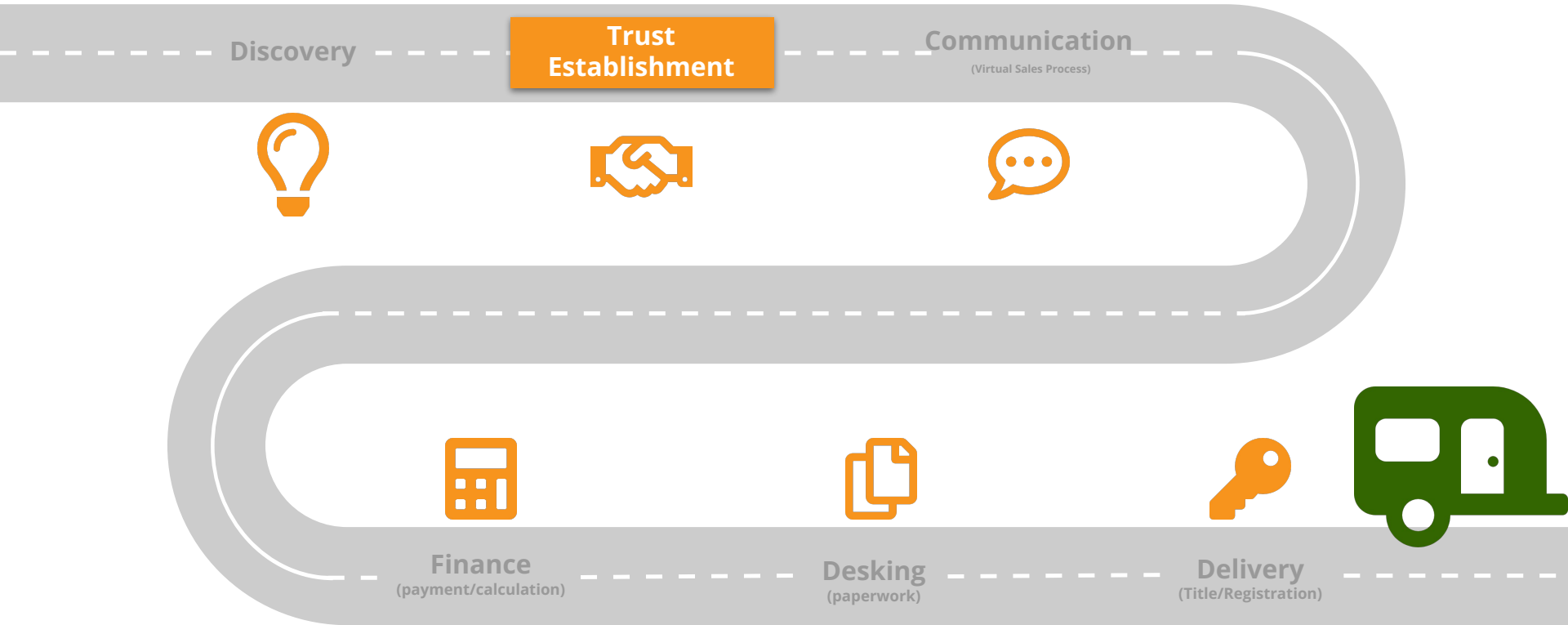
What Happens When the Entire Buying Process is Digital



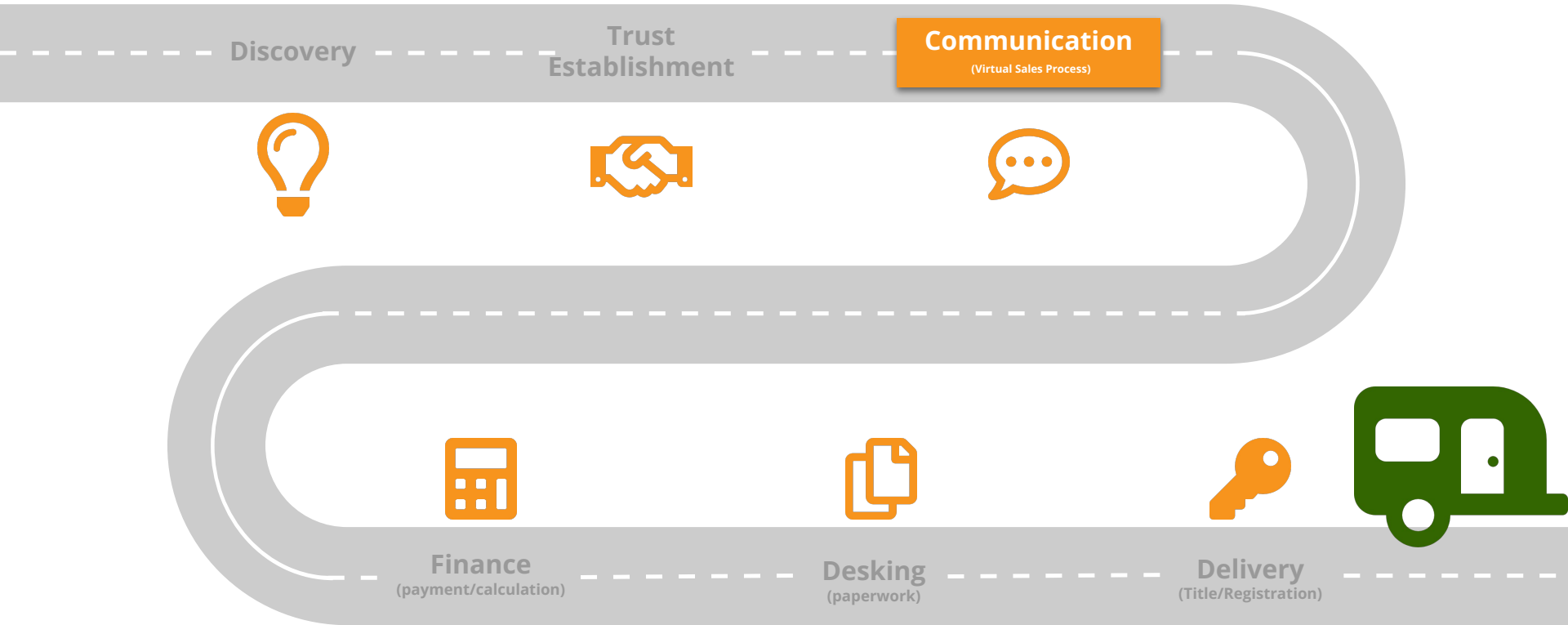
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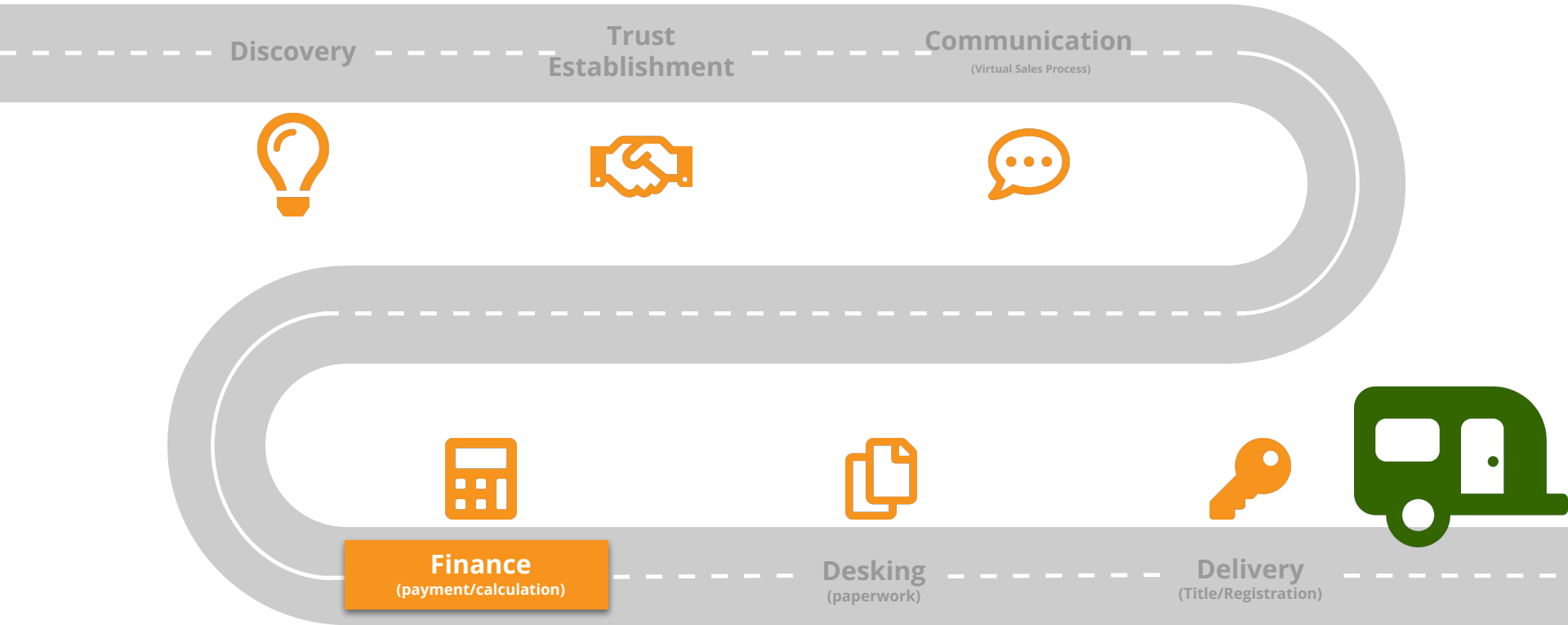
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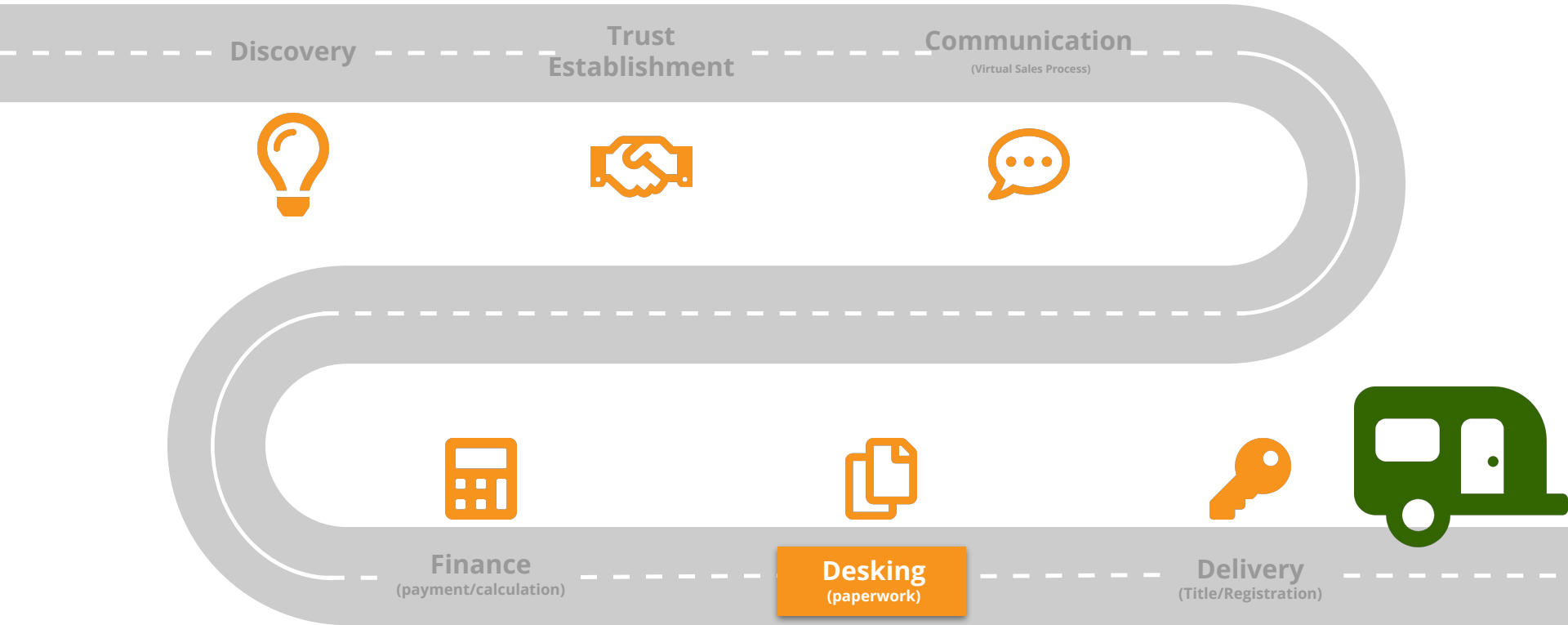
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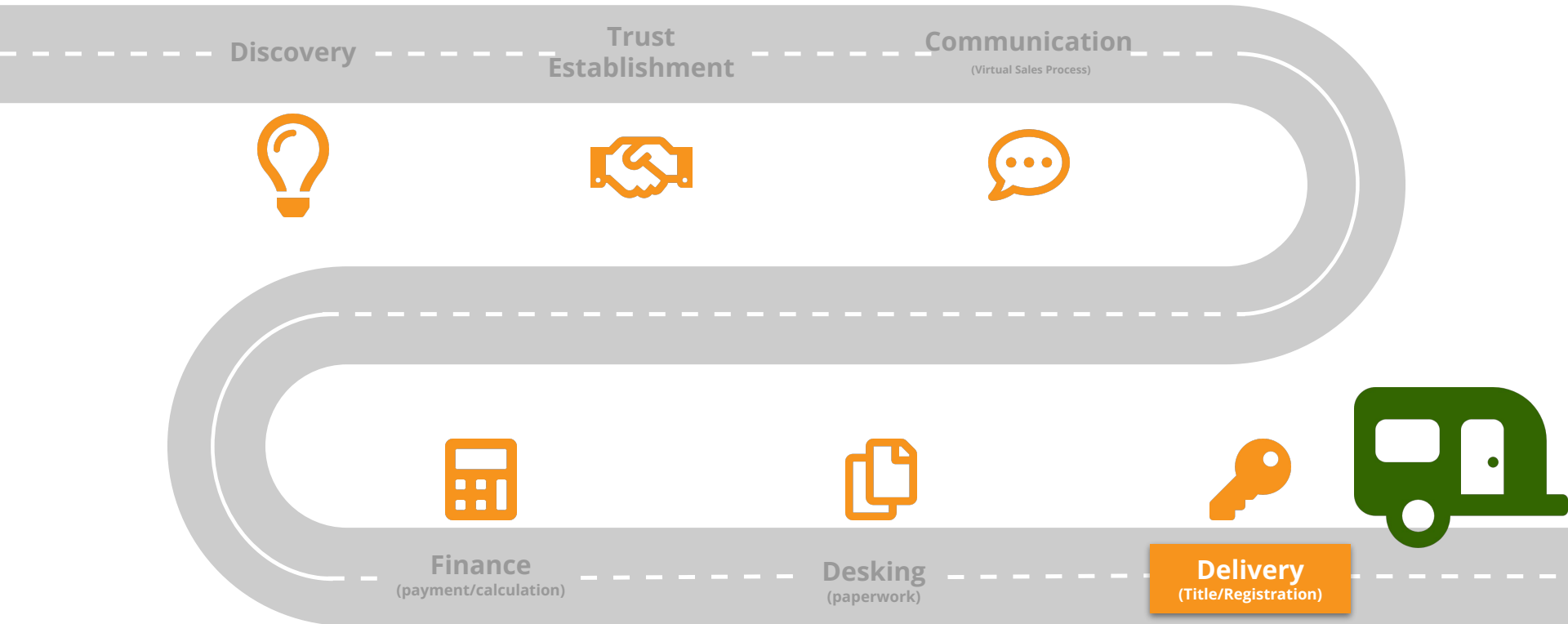
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What Happens When the Entire Buying Process is Digital



What Happens When the Entire Buying Process is Digital



Don't wait for tomorrow, start *today*.

**HAVE A
PLAN IN
PLACE**

**Selling
Through
Digital
Channels**

**Adopt New
Technology**

**Follow the
Data**

**Know What
Is Essential**



RV Trader



**STATISTICAL
SURVEYS**

SECTION BREAKOUT #2

Let's discuss the value of technology and data and how you're currently applying it in your dealership

- What do you need to stop doing?
- What do you need to start doing?
- What do you need to continue doing?

Lesson #3:

The RV Industry is Resilient and Adapting to Our Digital Age





The North American RV
market is projected to reach

**\$35.7
billion**

by 2026.¹

The RV Market is Only Growing

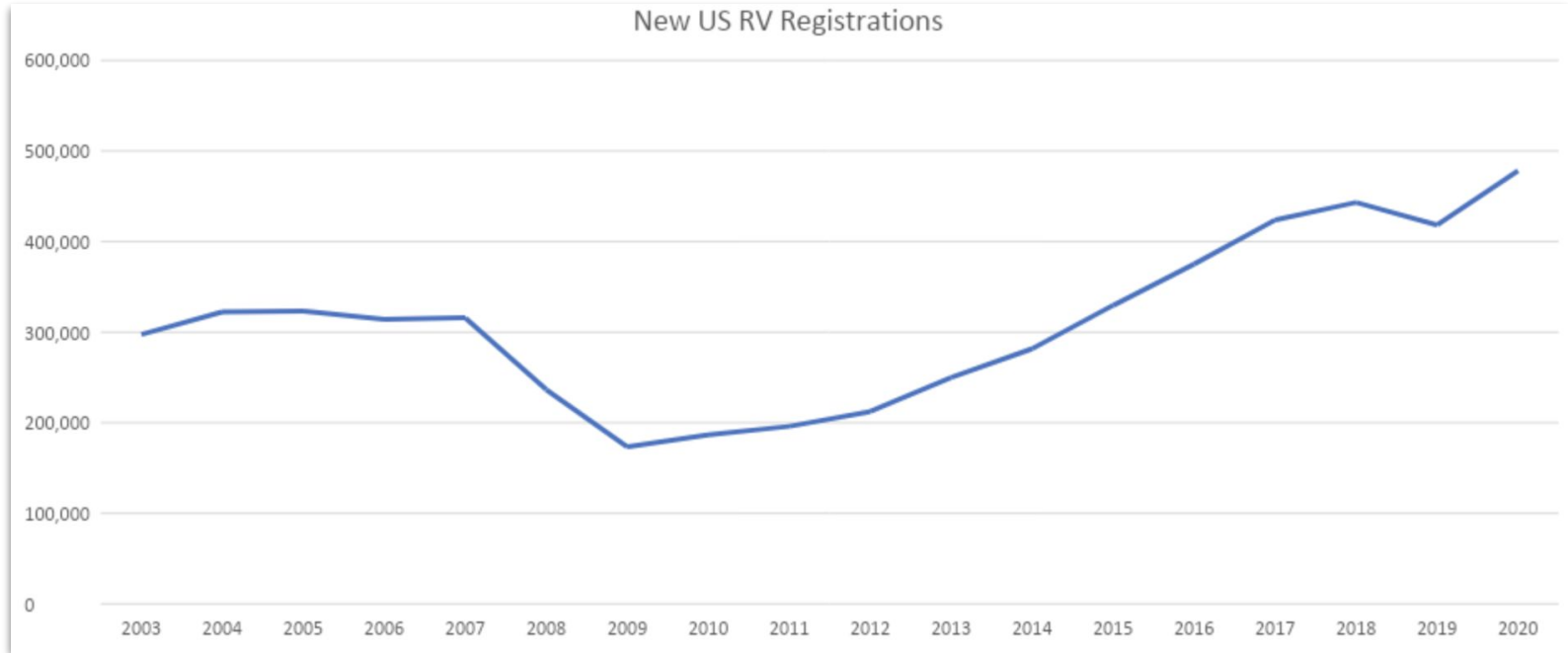
- More RVers enter the market every day
- Flexible Vacation and Work Environment
- Renting is on the Rise

Ripple Effect Felt by Manufacturers


Forest River has had to shift its manufacturing strategy due to material shortages, unavailable parts, and unreliable global transportation.



The Demand of the RV is Growing



Source: SSI, 2021



“I don't forecast the dealership going away, **the consumer is going to demand that they be able to customize the experience, not be pressed into a dealership's model.** If you can't do that, you aren't going to be viable.”

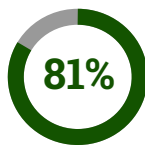
Bart De Muynck • Research VP, Gartner



Key Takeaways



You Need to Work at the Speed of the customer



of retail shoppers
conduct online research
before buying

Remember:

- ✓ P.A.I.D
- ✓ Offering Chat, Text,

Understanding the value of data, technology and digital retailing

**Consumers value
convenience**

Remember:

- ✓ Leverage data and technology
to take your retailing journey
digital **today!**



The RV industry is resilient and has adapted to our digital age

The North American RV
market is projected to
reach **\$3.57 billion** by
2026

Remember:

- ✓ Adapt now, to be ahead of
your competition

If you want this presentation
**Better Position Your Dealership to
Deal with the Next Disrupting Event
Using Digital Retailing,** or a copy of
our RV Buyer Trends please visit:

RVTraderMediaKit.com
/RVDA-2021

CONTACT ME



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RV Trader



STATISTICAL
SURVEYS