

kijiji™

# Agenda

## Background and Learning Objectives

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### Key Focus Areas



**Seller Tools**

**Transparency**

**Description Headers**

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## Summary and Recommendations

# Head of Analytics, Kijiji Canada

## Background

- Mechanical Engineering (Control Systems, U of T)
- Motorsports, OEM Manufacturing, Parts Design
- MBA (Rotman – U of T)
- Management Consulting – Strategy

## Team

- Division of the Finance Organization
- Cross-Platform (Kijiji and Kijiji Autos)
- All Business Units

## Focus Areas

- Measurement and Evaluation Frameworks
- Test Development and Implementation
- User Segmentation and Performance Assessment
- Multi-Variate Analysis

# Learning Objectives and Context

# Improve ROI at the Inventory Level

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Understand user behavior during key portions of the purchase funnel

Merchandise your inventory to stand out amongst the crowd

Convey the value of your unique inventory and dealer experience

Better attract buyers interested in your specific inventory

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# Key Focus Areas

# Results Pages are the primary competitive arena...

## Visibility

### Impressions

- How do users educate themselves?
- What do buyers search for?
- How can I make sure my inventory appears as often as possible?
- Which actions indicate a user is moving into “selection”?

## Selection

### Clicks

- What is a buyer looking at on a results page?
- What is the best way to use tools that attract the buyer?
- How can I demonstrate the value of my “higher priced” inventory?
- How do I increase the urgency of a user in search?

## Lead Generation

### Leads

- What makes a “good VDP”?
- What affects lead quality?
- What is the “sweet spot” for lead generation?



***Today's Focus***

# ...with three key focus areas in that competition



2018 Hyundai Santa Fe XL PREMIUM 7P, EXT. WARRANTY - AWD, Sunroof

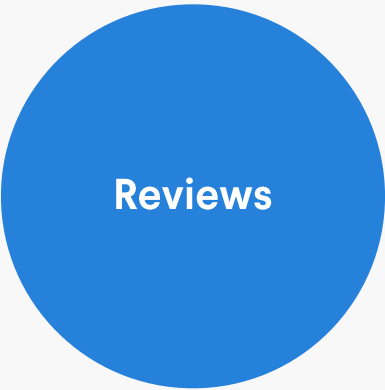
Calgary | 28/09/2018

Answer the call of adventure with confidence & peace of mind in the 2018 Santa Fe XL. With comfortable seating for up to seven, an array of available safety technologies & up to 2,265L of cargo ...

Come visit Canada's largest Hyundai store for the best deals on new and used vehicles. Great inventory, great prices and a completely different experience...only at SOUTH TRAIL HYUNDAI.

Automatic | 9,313km | **CARPROOF**

\$32,888.00







# Description headers are a first impression...



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(325 Reviews)

## Characteristics



- First few characters of the overall vehicle description (from VDP)
- Trimmed by the platform to fit available space
- *Example: First 200 characters*

## Impact

- Introduces the vehicle
- Extends the picture and title
- “Explains” the price



# ...craft these first few words to convey a message

	<p>2016 Chevrolet Equinox LT 35,000 kms \$13,900 <span style="float: right;">\$13,900.00</span></p> <p>City of Toronto   09/02/2018</p> <p>2016 Chevrolet Equinox LT Leather seats, power options, 35,000 KMS CERTIFIED AND WARRANTY INCLUDED YMA AUTO SALES 10D-1100 Finch Avenue West Toronto ON M3J 2E2 Contact :416-836-9788 Hours : Mon-Fri ...</p> <p>Automatic   35,000km</p>
	<p>2016 Chevrolet Equinox LT SUV, Crossover 48,000KMS <span style="float: right;">\$12,900.00</span></p> <p>City of Toronto   09/02/2018</p> <p>2016 Chevrolet Equinox LT AWD CERTIFIED AND WARRANTY INCLUDED YMA AUTO SALES 10D-1100 Finch Avenue West Toronto ON M3J 2E2 Contact :416-836-9788 Hours : Mon-Fri 10-7PM Sat 10-4PM VEHICLE OPTIONS: Air ...</p> <p>Automatic   48,000km</p>

## Drive Differentiation

Description headers are a primary source of “merchandising” on results pages

- Conveys unique vehicle info vs. photos
- First indicator of “quality” to a buyer

Focus description headers on trim levels, packages, and installed options

Performance Anecdote

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*“Audit” description headers on results pages to check differentiation*



# Reviews are a trusted source of transparency on dealer experience...



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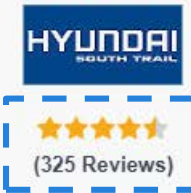
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## Characteristics

- Third-party (customer) feedback
- Visual indicator, sometimes with size
- On- or Off-platform source
- *Example: 4.5 star review*

## Impact

Early indicator of multiple dealer dimensions:

- Volume
- Experience



# ...establish trust by boosting volume over ranking

Falls Chevrolet Cadillac Buick GMC

5888 Thorold Stone Road, Niagara Falls, ON L2J 1A2, CA

Dealer

★★★★☆ 4.4 [See all reviews](#)

**M** I purchased a 2018 Chevy Equinox from Jeff Patterson and it was an easy, stress free experience. Jeff is a great guy who is very knowledgeable and doesn't make you feel pressured. Jeff was honest throughout the process and was readily available for any question I had. I will definitely be going back to Jeff for my next vehicle purchase. Matt

**M** Myles did a great job finding me the Buick I needed. He was straight forward and honest. Gave me a good price for my Trade-in and made sure my new car was in good condition by parking it inside the dealership until I was able to receive it. Overall couldn't hope for a better service. Definitely recommend this dealership!

307 Reviews

## Encourage Trust

Reviews are a low-cost, low-real estate method of differentiating vs. competition

- Drives selection in crowded competitions
- 4.5 stars considered more “believable” than 5.0
- Impact of trust maximized with more than 50 ratings

*Establish volume and transparency by maximizing volume on key platforms*

Seller Tools

# Seller Tools attract extra attention from buyers...



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## Characteristics

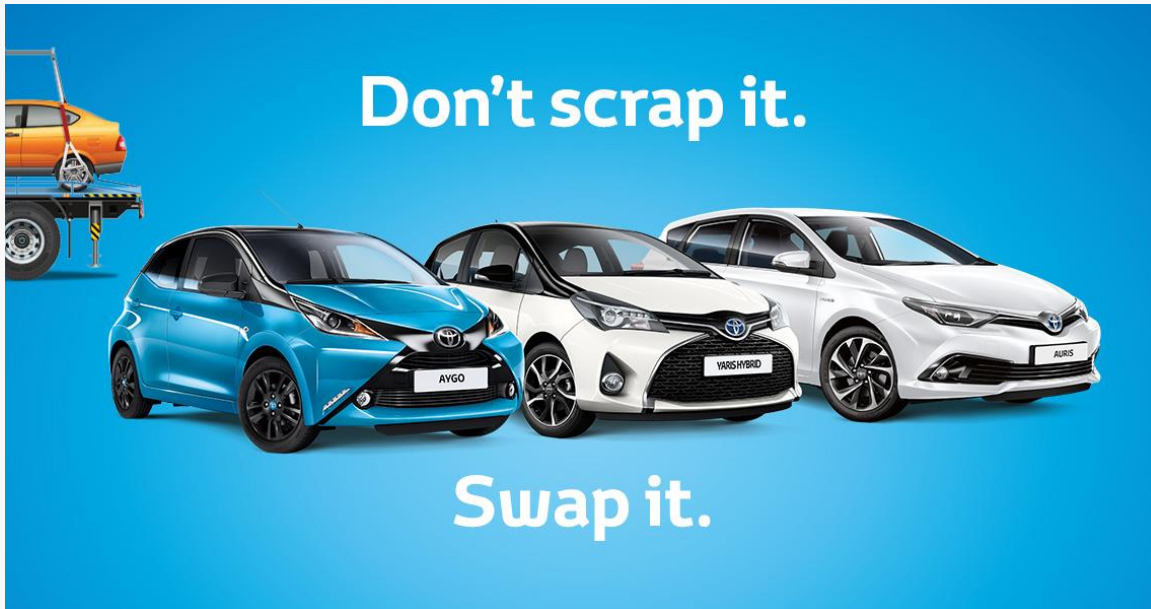
- Eye-catching details that stand out
- Set once for all inventory (often)
- Independent of inventory description
- *Example: Dealer Tagline*

## Impact

- Unusual formatting attracts attention
- Opportunity for a “second message” beyond the typical inventory description



# ...use them to drive urgency



Toyota UK

## Sales and Promotions

Disparity between perceived Dealer value and desired Consumer Value:

- Ranked 15<sup>th</sup> for Dealers
- Ranked 1<sup>st</sup> for Consumers

Use the attention gained via seller tools to associate your dealership with a promotion over the others

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*Give buyers what they want - sales and promotions - when you have their attention*

# Summary



**Description Header**

### Drive Differentiation

Description headers are a first impression:

- Conveys unique vehicle info
- First indicator of “quality”

**Focus description headers on trim levels, packages, and options**



**Reviews**

### Encourage Trust

Reviews are drive selection by describing customer experience:

- 4.5 stars better than 5.0
- Impact rise with higher volume

**Increase ratings volume across key platforms**



**Seller Tools**

### Sales and Promotions

Meet an underserved need:

- Ranked 15<sup>th</sup> for Dealers
- Ranked 1<sup>st</sup> for Consumers

**Give buyers what they want – and increase urgency**



***“Audit” results page merchandising regularly***



**Thank You**

