

Your monthly source of expert, high-quality data and opinion piece on the used car business

ISSUE N.16

## How multichannel marketing can improve your new car client's retention?



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In a persistently low European new car market, there is an increasing volatility in sales between brands. This decline in loyalty is particularly notable amongst private buyers, who are the most profitable segment. However, numerous OEMs have implemented effective marketing strategies to retain as many of their customers as possible.

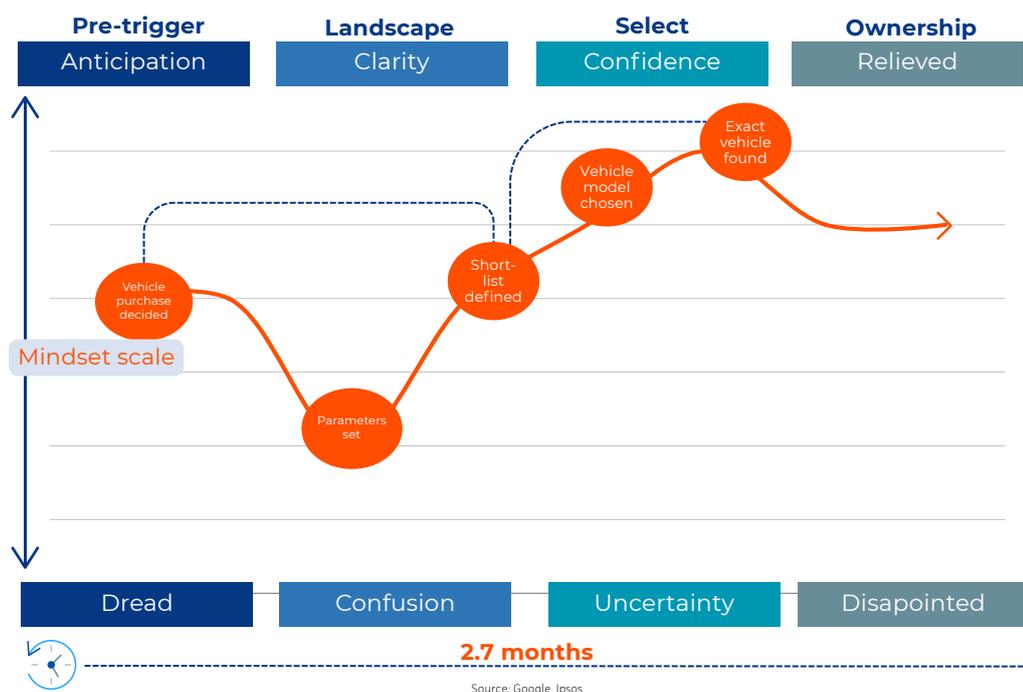
After the first five months of 2025, the European (EU+EFTA+UK) new car market has remained stable (+0.1% at 5.57 million units, source ACEA). This level is still very low compared to the pre-COVID period (between 6.7 and 6.8 million units between 2017 and 2019).

More interestingly, during this period, the top 8 OEMs have experienced changes ranging from **-10% to +6.6%**, indicating a rare level of volatility.

This is a corollary of diminishing brand loyalty, especially among private customers. Representing now less than **40% of sales on the continent**, this type of clientele remains by far the most profitable source amongst the sales of brands and their networks.

### Engaging customers early in the sales funnel

How can you ensure that you retain as many of your brand's owners as possible? The proximity of the dealer network with its customers is key. But in a world where contact between brands and their franchised retailers is becoming rarer, omnichannel marketing is now taking over.



Source: Google, Ipsos

Many OEMs are currently working on their omnichannel tools to detect renewal signs in the sales funnel as early as possible. The latest study, conducted by Google and Ipsos, defines three phases in a renewal journey lasting just under three months. The first is when the customer decides they want to change their vehicle. Until they make this decision, it is almost impossible to have a sales discussion with them. In the second phase, they evaluate their budget by selecting a new vehicle they wish to buy and calculating the current value of their vehicle, which will finance their exchange. Once both their budget and vehicle shortlist are made, the customer moves on to actively searching for their new vehicle. At this third and final stage, the client is decided and unlikely to change their mind.

## Retaining customers during budget calculation

Therefore, the budget calculation phase is the best time to identify a change project early on and interact with the customer, ensuring they remain loyal to your brand. In this context, setting up a lead generation website via trade-in offers has proven effective for at least half of the top 8 European brands we work with. An essential data point in budget calculation, the trade-in value is one of the last channels where customers massively consent to share their personal data (email, phone), making this source the first or second in terms of the number of leads generated per website.

Customers are not fooled: integrated into a brand platform with the possibility of qualifying their new vehicle needs, they are aware that they will be contacted for a new vehicle transaction. What's more, if the network plays its part well, the lead conversion rates exceed 10% among our best clients, by far the standout source amongst their acquisition channels.



Source: autobiz

## Which solution to generate lead?

If you wish to boost your private new vehicle retention rate, it is vital that you use a lead generation website that offers trade-ins. And if this tool already exists within your company but is not your top lead generator or best performer in terms of conversion, don't worry: you can improve in this area and further enhance your customer retention!



**Learn more**



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