

## Cycle Trader Puts Ad Conversions in the Fast Lane

The leading motorcycle classified ad directory accelerates ad performance with eStara Call Tracking from ATG.

### THE CHALLENGE:

Cycle Trader's classifieds Web site, [www.cycletrader.com](http://www.cycletrader.com), needed to improve lead conversion rates, which were not consistent with the quality of the buyer traffic on the site. Cycle Trader was looking to help dealers track sales activity more closely, by identifying sales breakdowns and getting conversions back in the fast lane.

"Cycle Trader is totally dedicated to helping its dealers attract and convert potential motorcycle buyers. eStara Call Tracking from ATG is an invaluable tool for doing just that and more. It tracks detailed advertising performance, both on and offline, and quickly identifies opportunities for improving the sales process."

– **Paige Bouma**  
Sales Development Manager,  
Cycle Trader

**Cycle Trader**  
[www.cycletrader.com](http://www.cycletrader.com)



### THE SOLUTION:

Cycle Trader found the open road with eStara Call Tracking from ATG. The Call Tracking service enables Cycle Trader and its advertisers to follow prospective buyer interactions across different channels, understand buyers' shopping paths, and track advertisers' responses to inbound phone inquiries.

### THE RESULT:

With Call Tracking, Cycle Trader was able to give its advertisers new insights into prospect activity and better demonstrate the ROI of their ad listings. The company was also able to advise dealers in more effectively converting prospective buyers in both online and print campaigns. Further, Cycle Trader now enables dealers to track and improve the performance of their advertising investments on their own.

### THE STORY

Cycle Trader is the industry leader in motorcycle classifieds, connecting buyers and sellers across the United States. Over 1,200 dealers use [www.cycletrader.com](http://www.cycletrader.com) and local magazines to reach qualified buyers. The site advertises over 180,000 new and used motorcycles at any given time. Ninety percent of the visitors to the site are serious buyers. The majority of leads come via phone, followed by e-mail.

With a total focus on helping its dealers attract leads and convert them into sales, Cycle Trader is always searching for new ways to improve performance and deliver greater ROI. It offers advertisers a variety of tools to manage their inventory, optimize their advertising listings, increase conversion rates, and manage and track leads and results. Every advertiser has a dedicated, hands-on Cycle Trader client specialist who gives advice about effective ways to advertise products, engage prospects, and convert them into buyers.

## “eStara Call Tracking from ATG adds value to our business and for our advertisers throughout the entire sales cycle.”

– Paige Bouma, Sales Development Manager, Cycle Trader



Despite its success, dealers started to question the quality of the leads coming from Cycle Trader's Web site. This skepticism was inconsistent with Cycle Trader's own research, so the company wanted to better understand the gap between the qualified traffic the site was driving and the conversions its advertisers were seeing.

### Tuning the Engine

Around the same time, Cycle Trader's sister company, Boat Trader, was upgrading its own customer support systems with a set of e-commerce optimization services from ATG. Part of that implementation included eStara Call Tracking, a tool that tracks and quantifies incoming leads for easier acquisition, retention, and up-selling.

After doing its own research into Call Tracking, Cycle Trader decided to deploy the tool. Call Tracking provides a 360 degree view that offers more insight about callers than traditional call measurement tools. It helps advertisers improve their lead follow-up, and is also built with a “whisper tone” feature that informs dealers when an incoming call is being initiated from a particular ad on the Cycle Trader Web site. This capability allows the dealer to connect immediately with the prospect if desired.

Call Tracking proved the impact of Cycle Trader's advertising campaigns and also enhanced the way dealers measured advertising effectiveness, with reporting features such as:

- Number of calls connected by advertising listing
- Time and data comparisons of call data
- Performance metrics by advertising listing
- Ability to tie specific advertising performance to search engine marketing

### about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company's platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations, and eStara Connections.

For more information, please visit <http://www.atg.com>, or call 1-800-RING-ATG.

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In addition, Call Tracking was flexibly priced and easy to implement. The service integrated very easily with Cycle Trader's inventory management system, which serves as the primary interface for dealer advertisers. In addition, Cycle Trader was able to use the same toll-free numbers across all lead sources, print ads, and online, making Call Tracking useful across Cycle Trader's entire business.

### Back on the Open Road

With the help of Call Tracking, Cycle Trader and its client specialists were able to assess dealers' situations and advise them on how to better engage and convert qualified leads. In some cases, Cycle Trader discovered that dealers were not answering calls, or not asking enough qualifying questions. In others, the dealers were not reading buying signs clearly and abandoning prospects before determining their needs adequately. In addition, some were not collecting the right information to properly follow up and close interested buyers. Since accountability is so important in producing results for any advertising campaign, Cycle Trader absorbed its advertisers' weekly cost of the unique toll-free Call Tracking phone numbers until it could prove that the service was working successfully for its dealer advertisers' businesses.

Dealers now have a direct view into their ad performance. Every dealer can access Call Tracking on his or her own through the Cycle Trader inventory system. With this ability, dealers can track and analyze their own sales activity and identify opportunities for improved conversions and advertising ROI.

### New Roads to Explore

Cycle Trader recently launched CycleCast, full motion video advertisements that integrate YouTube and Google video directly into dealers' online classified ads. In addition to providing for more memorable ads and a richer customer experience, they are also able to use Call Tracking to track activity and performance, further enhancing the value of CycleCast for both Cycle Trader and its dealers.

“Cycle Trader is totally dedicated to helping its dealers attract and convert potential motorcycle buyers,” said Paige Bouma, Sales Development Manager for Cycle Trader. “eStara Call Tracking from ATG is an invaluable tool for doing just that and more. It tracks detailed advertising performance, both on and offline, and quickly identifies opportunities for improving the sales process. It adds value to our business and for our advertisers throughout the entire sales cycle.”

