

Bring the Deal Home

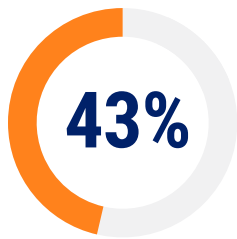
Deliver online checkout and remain in control of your process and profit margins



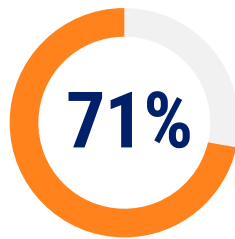
The Expectation Shift

Digital Retailing is Redefining the Car Buying Journey

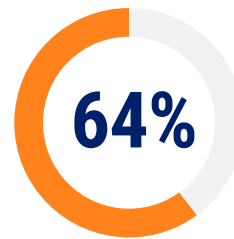
The automotive retail experience is changing fast—and in ways your customers already expect. Today’s buyers want the freedom to buy cars 100% online, 100% in-store, or some combination of both, depending on the shopper, the situation, and the individual’s mindset at any given moment. According to the Cox Automotive Digitization of Automotive Retail Study:



of recent buyers used a mix of **online and in-person steps**¹



expect to use **multiple channels** for their next purchase¹



want more **online steps** than are currently available¹

This move doesn’t mean getting rid of showrooms or losing personal connection with customers. It simply makes buying a car easier by giving people more choices and a smoother experience that matches the way they want to shop.

The best part: buyers are already choosing these experiences today, and dealerships that adapt now have a real competitive advantage. This eBook explores how you can implement tools to meet evolving consumer expectations and unlock new revenue opportunities by offering the option of 100% online retailing, right now.

1. 2024 Cox Automotive Digitization of Automotive Retail Study

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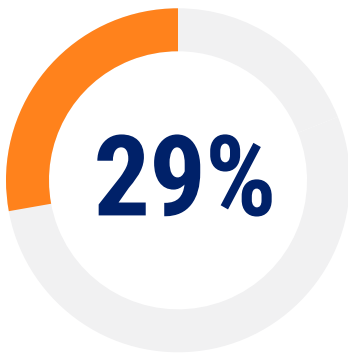
SECTION 1

The Missed Revenue Opportunity

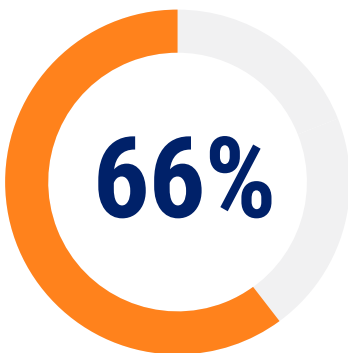
Where Buyer Expectations Meet Dealer Opportunity

Digital retailing tools let shoppers handle more of the buying process online, while you stay in control of the deal. And it pays off. Every step you offer online represents a new opportunity to boost satisfaction, conversion, and profit.

On the other hand, if your current processes are disjointed and require shoppers to repeat tasks, re-enter information, or wait in line for approvals, deals stall and you run the risk of leaving revenue on the table.



of consumers want a **full online purchase option**¹



of shoppers want to do more of the process **online**¹

Offering more online steps reduces friction, accelerates revenue, and boosts shopper engagement and deal closures.

Consumer expectations are evolving. Dealers who adapt are better positioned to win loyalty, satisfaction, and long-term market share.”²

1. Consumer Affairs “Online Car Buying Statistics 2025” – McKinsey research and 2024 Cox Automotive Car Buyer Journey study

2. 2024 Cox Automotive Digitization of Automotive Retail Study

SECTION 2

The Autotrader Blueprint for Meeting Demand

Practical Actions to Meet Evolving Consumer Expectations

Aligning your online checkout options with shoppers' expectations is easy. When you focus on flexibility and transparency, you win more business. Luckily, you don't have to completely reinvent your operations to offer more online steps.

Here's how Autotrader's tools help you deliver the digital experience buyers want at every stage of their journey.

Transparent Pricing and Payment Options: With Autotrader tools, you can make pricing and estimated payments clear and accessible on your listings. As today's shoppers have more options for comparing vehicles and dealerships, clear and consistent pricing builds trust.

Online Trade-In Valuation and Credit Pre-Qualification: Allow shoppers to get a trade-in estimate and start the financing and credit pre-qualification process online using Autotrader. When buyers can complete these steps online, they progress toward purchase and become better informed, shortening the sales process and improving conversions.

Document Uploads: With Autotrader, buyers upload necessary documents, including driver's license and proof of insurance. When buyers can complete otherwise time-consuming paperwork online, you improve deal accuracy and efficiency.

Reservation and Test-Drive Scheduling: Use Autotrader to empower shoppers to schedule appointments and reserve vehicles. Whether they want an in-person test drive or to skip straight to home delivery, allowing shoppers to set appointments online adds flexibility, removes friction, and keeps them progressing toward purchase.

With Autotrader tools, you choose the solutions and steps that work best for your dealership and your shoppers, and you maintain control over the negotiation process and final approvals. Giving your shoppers more doesn't mean you hand the keys over to your customers. It gives you and your customers more tools to drive deals forward—together.

Autotrader tools are designed to help you meet buyers where they are—online, in-store, or both. AMD Elite technology enables full online checkout, including ID/insurance verification, e-signature, payment, and delivery scheduling—all with dealer approval.



SECTION 3

The Checkout Online Advantage for Your Dealership

Always Open. Always Closing.

The journey to online checkout doesn't require abandoning in-store strengths or ignoring the merits of meeting shoppers in person. It's about enhancing your experience, strengthening customer trust, and capturing new opportunities.

Accelerate My Deal Elite (AMD Elite) from Autotrader enables 100% end-to-end Online Checkout for your customers and drives better outcomes than traditional internet lead sources.

Consumers can do more online while positioning your dealership as a trusted concierge for delivery, training, and service.

A true 100% online buying experience—negotiation and deal updates happen online, and the process feels seamless.

Absolute dealer control to pause or stop a transaction at any point, and there's always an intentional pause for review and negotiation before contracting.

Integrated workflows within your existing systems, including your CRM and DMS, with deeper integration for those using Dealertrack F&I.

Total customization to meet your dealership's needs and online buying/selling preferences.

By adopting online checkout and digital retail tools, you increase car sales and improve close rates, speed, conversion, and profit.

It's a win-win in the truest sense of the final sale.

Accelerate My Deal leads to more intuitive deal-building with more leads, faster deals and higher profits.

72%

higher close rates¹

56%

faster close times¹

6x

higher conversion for shoppers who start deals online¹

\$1,978

higher gross profit per deal, on average¹

NEW Accelerate My Deal Elite takes deal-making even further with insurance verification, contracting and payment solutions, and even delivery options. Find out how our solutions can help your team deliver a complete online buying experience.

1. Pixall data December 1, 2024 to July 1, 2025



Success You Control

Consumer expectations change. Dealerships offering full online car buying, from browsing to checkout, will gain a competitive edge over those slow to adapt.

Complete online checkout also delivers measurable results for your dealership, while giving you greater control over pricing, negotiations, approvals, and deal outcomes.

No matter where you begin, each step you take toward a 100% online checkout experience strengthens your competitive advantage and positions your dealership to capture more market share now, and in the months and years to come.

Ready to meet consumer demand? Start by enabling more online steps on Autotrader. For full online checkout, explore AMD Elite as your next step.

Want to see AMD Elite in action? [Click here.](#)

