

SALESALERT™

TRAFFICVIEW®

Turning Tariff Lead Surge
Challenges into a
Competitive Advantage



URBAN SCIENCE®



The Problem

In early 2025, affordability was already beginning to reshape the car-buying journey. But when new tariffs were announced, threatening price hikes across popular vehicle segments, the market shifted overnight. Buyers rushed to pull ahead purchases before costs increased, driving a surge in leads across the industry.

At Carriage Kia of Alpharetta, online quote requests spiked, showroom visits held steady, and interest in budget-friendly vehicles soared. This wasn't business as usual - it was tariff-driven urgency. But more leads didn't mean more sales for Carriage Kia.

Despite the surge, their defection rate (lost sales) climbed to 27.6%, while buyer share* stalled at 27.1%.

According to Urban Science's analysis of national dealer data, SAAR (Seasonally Adjusted Annual Rate) hit a new high in Q1 2025, with sales pulled ahead by as much as 12% compared to the previous quarter.

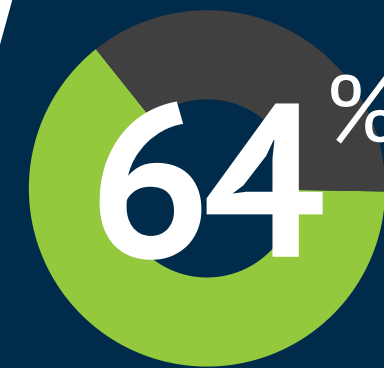
*Buyer Share: The percentage of buyers who chose Carriage Kia over other dealerships they considered.

The Opportunity

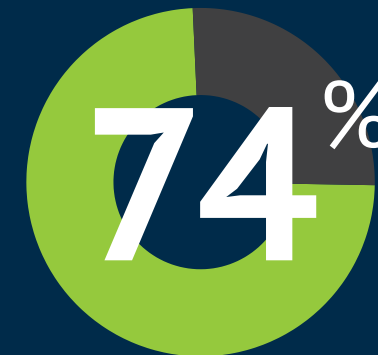
This wasn't a lead volume problem. It was a visibility problem.

Carriage Kia was facing a new kind of buyer: urgent, informed, and selective. Consumers were disappearing without a trace, leaving burnt out salespeople in their wake. And without insight into lead behavior or daily sales performance, the team couldn't adapt their follow-up strategy to convert interest into action.

With the average follow-up time per lead stretching to 3–5 minutes, every three days over a four-week period, Carriage Kia needed a smarter, more sustainable way to manage the growing pipeline while supporting their sales staff. They didn't just need more effort - they needed better insight.



64% of auto buyers now cite affordability as their top concern in 2025*



74% of dealers are unsatisfied with their ability to know if a lead has defected*

*Urban Science Online Consumer and Dealer Studies, February 2025. These surveys were conducted by The Harris Poll on behalf of Urban Science among U.S. adults aged 18+ and U.S. automotive dealers.

The Solution

The Turning Point: Smarter Tools, Sharper Focus

Recognizing the opportunity to change, Carriage Kia implemented a strategic combination of tools that leverage real-time sales data: **SalesAlert™** and **TrafficView®**. Together, these tools helped the dealership identify breakdowns in their follow-up process and prioritize the right leads at the right time.

SalesAlert: Flagged lead defections as they happen giving the team a chance to understand who was lost and when.



TrafficView: Revealed deeper insight into lead source performance—where they were going and when.

SalesAlert enabled the team to focus on in-market customers, eliminate wasted time on cold leads and free up bandwidth to add more personalized outreach. It also gave sales managers a new way to coach their teams by using timely, real-world examples of lost opportunities to improve future performance.

Meanwhile, the **TrafficView** “days to sale” analysis revealed that **most defections were happening between days 8–14**, with the majority being lost to same-brand competitors. Armed with this insight, the marketing and sales teams redesigned their follow-up cadence, adding new touchpoints in the second week to address common objections and keep buyers engaged.

The Solution

The Turning Point: Smarter Tools, Sharper Focus

Through defection-based insights the dealership began to:

Segment and prioritize leads based on buying signals and engagement.

Adjust follow-up cadences to match longer lead cycles.

Coach sales staff on how to maintain momentum with affordability-focused buyers.

“ By pairing **SalesAlert’s** daily defection alerts and **TrafficView’s** defection analysis, we were able to gain visibility into our sales opportunities which led to improving our follow-up process, coaching opportunities, and higher conversion rates.

SalesAlert helps us identify who we lost while TrafficView provides insights we need to understand why. This has helped us be more proactive to improve our lead management and customer engagement.

– *Chris Basha, Director of Marketing*



From Reactive to Proactive

The results were undeniable, after three months of living into this new process:

Buyer Share

jumped from
27.1% to 36.8%

Increased close rate on days 8-14

(now beating same-
brand competitors)



Defection Rate

dropped from
27.6% to 20.4%



Results

More importantly, the team felt empowered. They weren't chasing every lead, **they were working the right leads, the right way.** They had shifted from reactive to proactive, from overwhelmed to in control.

Key Takeaway

Affordability Isn't a Barrier—It's an Opportunity

Carriage Kia's story is a blueprint for modern dealerships. In a market where affordability drives more leads to a variety of dealership and brands, success isn't about chasing volume. It's about:

- **Understanding buyer behavior** in a price-sensitive market.
- **Coaching your sales team** with real-time insights so they are prepared to offer more budget friendly options and add personalization into long follow-up cycles.
- **Optimizing operations** to handle longer lead cycles.
- **Focusing on in-market customers** who are ready to engage.

By combining real-time intelligence with a refined sales strategy, Carriage Kia turned a market challenge into a competitive edge and proved that the smartest dealerships aren't just selling cars, they're building systems that sell smarter.

Urban Science as a Solution

Put the power of science on your side.

Since our founding over four decades ago, Urban Science has continued to empower dealers with daily, actionable insights that fuel lead conversions so they can outsell their competition.

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