



CTA recommendations & findings

CTAs are one of the most important parts of any website experience. They are responsible for guiding users through the online journey from research to purchase. When selecting CTAs, there's a variety of factors to consider. Upstart Auto Retail conducted research on CTA performance, measured by clicks, based on wording selected by various retailers using our platform. And the data was compiled from a 4-month time period: January 1st, 2022 - April 30th, 2022. Below is a list of our findings and recommendations.

✓ Larger Methodology Summary:

Upstart Auto Retail's platform allows retailers to display anywhere from 1 to 5 CTAs on their site. In this report, we focus on retailers that have all the following 5 CTAs enabled on their site:

- » Main CTA (this is customizable to what step the retailer would like the consumer to drop into)
- » Payments
- » Pre-Approval
- » Test Drive
- » Trade-In

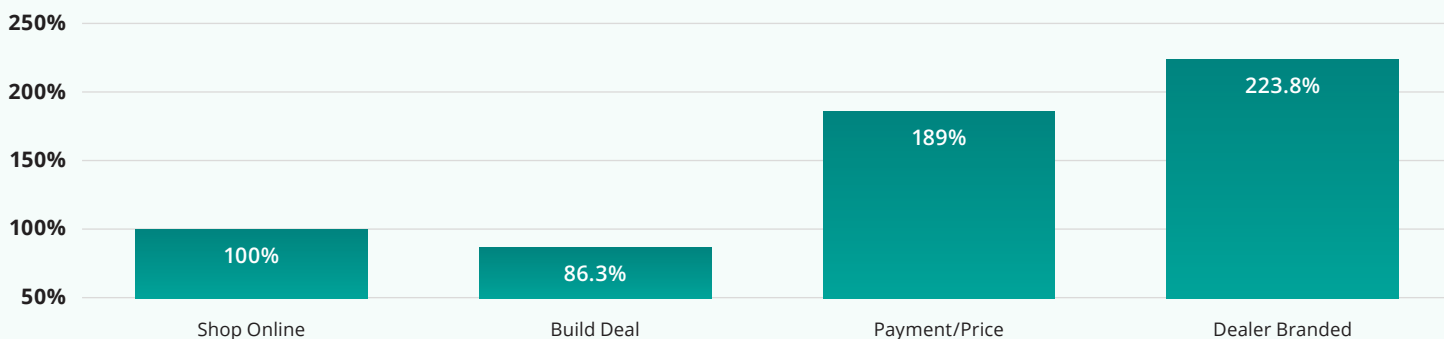
Retailer verbiage buckets:

Each retailer is able to customize the text associated with their main CTA button. In this instance, each retailer was bucketed into one of four verbiage types based on the text of their button:

- » Shop Online
- » Build Deal
- » Payment/Price
- » Retailer Branded

✓ Data analysis:

Average Total Clicks by Dealer Verbiage Type
(Relative to "Shop Online")





Here are the four categories outlined in more detail with CTA examples for each.

01

Category 1: Mentions an online transaction

For retailers that used the “Shop Online” CTA, these are the top performing examples:

- » Buy From Home
- » Buy Online
- » Buy Now
- » Shop Online Now

02

Category 2: Mentions words like payments or price

Retailers that used “Payment/Price” CTAs outperformed both the “Shop Online” and “Build Deal” verbiage. Example CTAs include:

- » Get Best Price/Get Our Best Price
- » Customize My Payment
- » See Payment Options

03

Category 3: Mentions customizing a deal structure

The “Build Deal” CTA was the lowest performing out of the categories. We recommend moving retailers away from verbiage that would imply building the deal. Sample CTAs include:

- » Build Deal Online
- » Start My Deal
- » Build Your Deal/Build My Deal

04

Category 4: Focuses on a retailer-branded experience

Retailers that used branded CTAs saw the best performance out of all the categories.

We found that retailers who have a customer branded CTA are very focused on digital retailing and have adopted a full digital retailing strategy. For these retailers, we also found that a custom branded CTA is generally included in marketing efforts that promotes the online buying experience.

Conclusion:

The data in this research reflects the performance of various CTAs. Based on these insights, we believe that adopting a holistic digital retail strategy is fundamental for success. Once that's in place, we recommend using a branded CTA. If you don't have a branded CTA, then the next best thing would be to use a CTA with Payment/Price language. As always, you'll see the best outcome for success by working closely with your dealer success manager to track ongoing performance to adjust any messaging, update your strategy, and assess ongoing results.

Disclaimer:

UAR conducted an internal study that only compares retailers on our platform that used all five CTA buttons on their site to evaluate the CTA wording impact. Data was compiled from January 2022 to April 2022. The report recommendations are based on the preliminary findings and are not inclusive of all factors that impact dealer website configuration, and some factors were not able to be controlled for in this research such as dealer size, marketing spend, client demographics, and geographic location. Our current data tracking prevents us from accurately recording users who have ad blocker enabled, so these numbers do not reflect the entire population of users visiting our dealer sites. This analysis does not take into account button color, placement, or other CTAs.