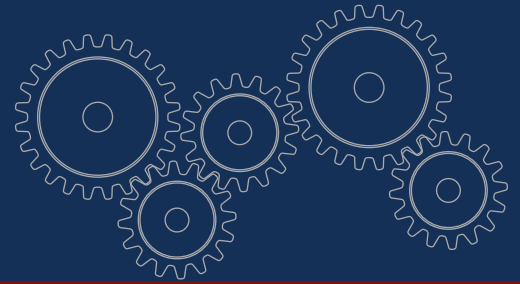




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Accelerate Your Business →

Case Studies

BUYER BEHAVIOR STUDY HELPS NATIONAL CONSIGNOR ACHIEVE MAXIMUM VALUE FOR ITS VEHICLES, BY CREATING THE RIGHT SIZED MARKETPLACE

THE CHALLENGE

A major national consignor was selling vehicles via multiple wholesale channels – both online and in the live auction lane. The Client wanted to better understand the relationship between buyers in these different selling channels and the effective buying power for each. In addition, the Client was interested in knowing whether there was an optimal buyer number needed per sale in order to achieve both a high selling percentage and a maximum vehicle value.

THE RECOMMENDATION

The Manheim Consulting team looked at trends in purchase behavior by online and in-lane buyers and determined certain correlations of value to the customer. In addition, the study isolated specific factors that had the highest impact on vehicle sales percentage and value. From this, the analysis provided the Client two very important pieces of information:

- The effective buying power of in-lane versus online buyers (how many online buyers equal one in-lane buyer)
- A critical buyer ratio specific to its sales – that is, how many buyers per 100 vehicles offered are needed to achieve the best selling results.

THE RESULT

The study helped the consignor better understand the exact critical buyer base it needed to achieve at a given sale and what factors had the greatest effect on attracting this buyer number. This information ultimately aided in setting appropriate selling volumes, while providing insights into expanded marketing efforts – both key factors in establishing a remarketing strategy.

