



## How OEMs Leveraging Dealer Inventory and Digital Retailing Achieved More Than 3X Sales Growth

The transition from “offline to online” has rapidly accelerated over the past several years, fundamentally altering the recreational shopping experience. Consumers overwhelmingly prefer to conduct more of the shopping experience online, while completing the transaction at the dealership. This shift has created opportunities and challenges for Original Equipment Manufacturers (OEMs) and dealers.

OEM websites offer accurate product information to help buyers research their brands. However, when customers switch to dealer websites, this experience often becomes disconnected. Dealer sites tend to focus more on price, inventory, and brand options, but they lack the seamless brand experience OEMs aim to provide. This creates a fragmented customer journey and increases the risk of brand switching, as shoppers are exposed to competing brands on dealer websites.

Third-party marketplaces further complicate this by offering a broad selection of inventory, making it easy for consumers to switch brands AND dealers. While these platforms are convenient, they threaten OEMs, as potential buyers can be swayed toward competing brands based on price and availability, reducing the OEM's influence over the final purchase decision.

TARGET AUDIENCE: OEMS & DEALERS

Research shows that consumers increasingly prefer to handle more of the shopping process online. Before stepping into a dealership, they want to know two key things:

01

Is the product they are interested in available nearby?

02

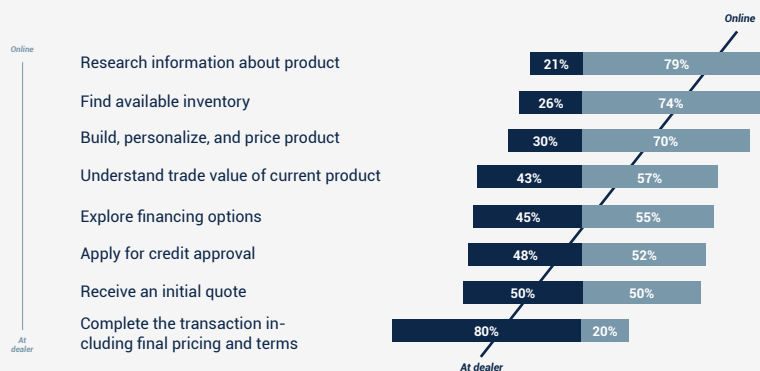
Is the product within their budget?

These expectations are like those for other high-ticket items like homes and cars, so it's natural for consumers to want the same experience when shopping for recreational products like RVs, boats, and powersports vehicles. The process is streamlined when product availability and pricing are displayed in a professional, eCommerce-like experience that simplifies the shopping process. OEMs that offer this functionality on their websites will see higher conversion rates and reduced brand switching.

The Future of Buying Study (conducted by Rollick in 2023) affirmed that consumers overwhelmingly prefer to conduct more of the shopping journey to be online. They want a seamless and consistent experience that keeps them engaged with the brand, from research to purchase at the dealership. OEMs, therefore, need to adapt by ensuring that their digital presence does more than simply provide "brochure-level" information; it should deepen customers' engagement, drawing them further down the purchase funnel.

### Customer Engagement Preferences: Recreation

Digital Retailing is about deeper customer engagement. It is NOT about replacing the dealer or buying online



This misalignment between OEM capabilities and consumer expectations results in a significant loss of personal information collection, weaker brand influence, and fewer direct sales. Research also conducted by the RV Industry Association (RVIA) supported Rollick's findings in their "Path to Purchase" report, which emphasized that consolidating research and transactional tools into a seamless online experience for consumers is essential to the shopping process. It also highlighted the missed opportunity for OEM websites, which, despite being heavily trafficked, are underutilized in guiding buyers to purchase-ready inventory.

## Rollick Dealer Inventory and Digital Retailing Tools

Rollick's digital retailing solutions were designed to address the pain points experienced by OEMs and consumers alike. The Rollick Dealer Inventory tool, for instance, integrates real-time dealer inventory listings into OEM websites, allowing shoppers to find available units near them easily. It ensures that consumers can quickly determine if their desired product is in stock while offering a seamless handoff to dealers. Similarly, the digital retailing solution, RollickEngage, provides a more holistic shopping experience by allowing consumers to do such things as request price quotes, estimate payments, apply for financing, estimate trade-in values, shop for special offers, and submit a deposit. These tools allow the consumer to understand a framework of cost for their desired purchase allowing them to make informed decisions before having to make a trip to a dealership.

## RESULTS

One RV OEM that adopted the Rollick Dealer Inventory and RollickEngage tools saw impressive outcomes. Between January 2023 and May 2024, the prospects that engaged with dealer inventory and submitted leads through the digital retailing experience had a **close rate of 10.39%**, compared to just 2.25% for other lead types from their website (e.g. Brochure Requests, Contact Dealer, etc.). This translated to leads from Rollick's tools closing at a rate **3.1 times** higher than traditional leads.

**10.39%**

**3.1X**

# CONCLUSION:

The implementation of Rollick's Dealer Inventory tool and RollickEngage offers OEMs a clear strategy to meet the evolving demands of today's recreation shoppers. By integrating real-time inventory data and advanced digital retailing features—such as financing and trade-in tools—directly onto their websites, they can create a seamless, engaging experience that keeps customers within their brand ecosystem. These tools not only help shoppers find the products they want but also enable them to make informed decisions before visiting a dealership, reducing the risk of losing prospects to competitors.

The results speak for themselves: one OEM has already seen significantly higher closing rates from prospects engaging with inventory and digital retailing tools. This demonstrates the vast potential for others to meet consumer expectations, drive sales, and boost conversion rates. By strengthening their digital presence and offering a more cohesive shopping experience, OEMs can capture more leads, enhance customer satisfaction, and build lasting brand loyalty in an increasingly competitive market.



**Schedule a Demo**

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