

PRESS RELEASE

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Successful launch for online quotation system Goodyear-Dunlop

Dealers of car tires are often hard to find online, while consumers increasingly look online first before they place an order. Tire manufacturer Goodyear-Dunlop Benelux asked Quince to develop a system that makes dealers easier to find online for consumers, so that they can easily ask dealers for a quotation.

Traditionally the winter season is the most important sales season for car tires. This year Goodyear-Dunlop offers buyers of new winter tires a gift of fuel worth 25 euro. This promotion was used to introduce an online quotation system.

Quince developed a website where consumers after entering a few details about the desired tires can easily request a quotation. Based on the entered address of the applicant the system shows a number of dealers in the neighborhood. Consumers only need to select a dealer of their choice after which an e-mail asking for a quotation is sent to the dealer. The latter only needs to respond with a price proposal.

The system also contains a tool for managing and saving the sent quotations. In case a dealer hasn't yet responded to a quotation request, he automatically receives a reminder. Dealers can also use the tool for updating their own data.

The launch of the new website was successful. In the first week the site received 11,000 unique visitors. This led to 422 quotation requests, representing a conversion of nearly 4 percent. While winter has yet to begin.

www.goodyearwinterbandenactie.nl

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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