

eDigitalResearch Helps Autotrader Improve Offer And Add Customer Value

Contributed by eDigital Research
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Research and insight specialist eDigitalResearch is playing an important role in the success of the UK's leading automotive website.

Trader Media Group is one of Europe's largest multi media groups and providers of market leading websites and their associated magazines.

Its flagship website Auto Trader is most people's first port of call when buying or selling a car, boasting more than ten million unique visits every month. Of the 16,000 trade dealers of all sizes in the UK, almost 10,000 advertise on autotrader.co.uk on a regular basis, with private sales accounting for 20% of vehicles on the site.

Recognising its responsibility to both advertisers and buyers, the publisher consistently aims to increase its Customer Satisfaction Index by continuously improving service and value.

Two essential elements of this are ensuring a fully optimised site for its users, and providing unique, added value services for its advertisers. Trader Media Group's research partner, eDigitalResearch, has helped to achieve both over the last seven years.

Up to ten surveys every month take several forms, depending on specific objectives and segmented into buyers, browsers and sellers. Respondents are surveyed on whether they are trade or private, buying or selling, other methods of doing business and a range of other subjects.

Site rating and ranking questions determine their experience of and success with using Auto Trader. The insight gained is used to create a scorecard which goes out to the entire business in order to make ongoing improvements for the benefit of both sellers and buyers.

Contributing to Auto Trader's positioning as the "voice of the customer", Trader Media Group also uses eMysteryShop to provide manufacturers and retail groups with unique website usability and customer experience ratings.

The insight provided by eDigitalResearch is fed back to the advertisers by Market Research Director Nick King, and the results presented at the group's prestigious Click Awards gala dinner.

Most participants act on this insight and increase the quality of their online presence and hence their "Click" rankings year by year.

eCommerce is also a major revenue stream for Trader Media Group. The publisher hosts a quarterly insight event specifically for media agencies, regularly attended by some 70 of the top 100 agencies. Again, the insight produced by eDigitalResearch helps to maintain the publisher's brand awareness and quality positioning.

Nick King comments:

"As the automotive sector's leading channel, we need to be able to offer a huge amount of value. We've been with eDigitalResearch for the last seven years and have remained so because they understand our business, are very proactive in helping to create the surveys, provide very fast turnaround and represent good value for money." He adds "I get approached regularly by other suppliers but I am happy to stay with eDigitalResearch."

About eDigitalResearch

For further information visit www.edigitalresearch.com

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