



INDUSTRY:

## AUTOMOBILE/ECOMMERCE

The used car industry in India was a widely disorganised sector. It took the entrance of OEMs and e-commerce platforms for the industry to streamline. Initially, buyers and sellers would trade cars through mechanics and garage owners. But, companies like Cars24, brought in the capability of e-commerce and positioned themselves as the middleman to trade used cars. India has seen this industry grow at a massive rate, leading to increased affordability and lifestyle of the consumers.



## The Result

With Servetel's missed call solution at the helm of their ad campaigns, Cars24 is now able to track and access all metrics with utmost ease.

- ❖ They can easily supervise marketing campaigns, track ROI and generate feedback if needed
- ❖ Each of their missed call numbers offers an average of 7000+ quality leads
- ❖ The solution is free of cost to customers, attracting them to make the call

The power-packed solution has given Cars24 more control over their ad campaigns and better management of their customer data.

## Services Used



### Missed Call

Zero Cost to Customers, Quick Set-up,  
Measure Campaign Success,  
Marketing & Survey Tool

## The Problem

Cars24, the leading e-commerce platform for used cars, was looking to streamline its advertising strategy.

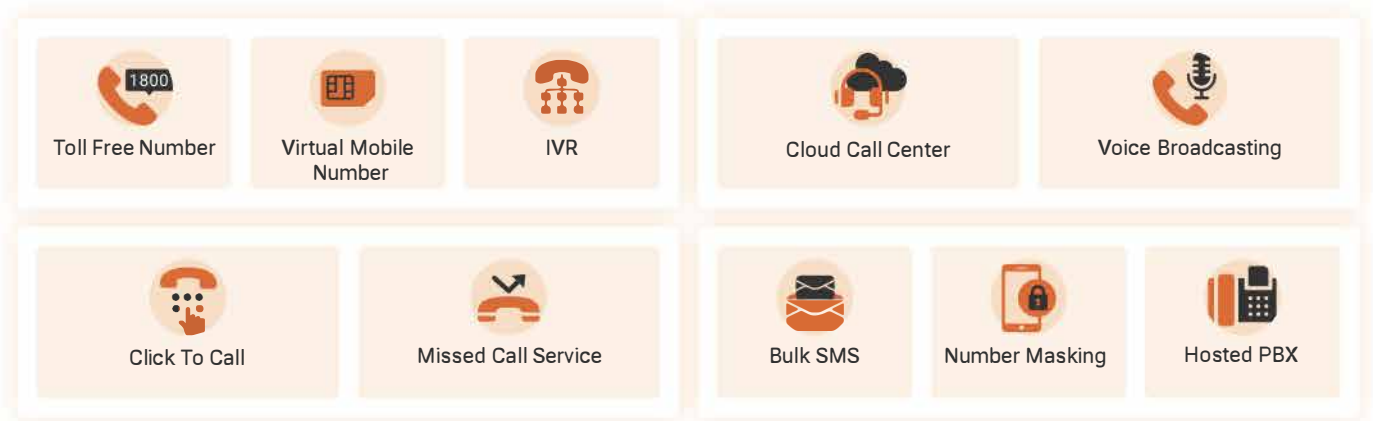
- ❖ While the company had dedicated marketing agencies to run its multiple advertising campaigns, it was difficult to track and measure ROI for each of them.
- ❖ Each agency is given a different advertising agenda and, of course, different geographical locations to cater to.
- ❖ Cars24 was looking for a centralised and holistic solution to manage each of these agencies, their campaigns and to track their performance.

## The Solution

Servetel offered a solution that was scalable and flexible—a missed call solution with multiple virtual numbers.

- ❖ Each virtual number is dedicated to one marketing agency or an ad campaign
- ❖ Cars24, currently, has 37 virtual numbers from Servetel with missed call packages for each
- ❖ The objective is to generate leads. The more missed calls they receive, the more efficient that campaign is

## Our Services



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