

Independent AI strategy analysis performed by Grok 4.1

Your merchandising strategy for the used and new inventory—focused on consistent, proactive updates to pricing, content, and descriptions across major third-party listings (e.g., Autotrader/KBB) and the dealership website—has delivered measurable improvements in sales velocity over the past two months.

Leveraging dealership analytics, you've prioritized changes that signal fresh data to platforms (e.g., badge misalignment corrections starting late December 2025, nominal dollar discounts like the January 22, 2026 adjustment, and weekly content triggers such as minor description or pricing tweaks). These enhance search rankings, attract more unique shopper engagement, and elevate the Sale Probability Score (SPS)—a key predictive metric for how quickly vehicles are likely to sell.

Key Performance Trends (Used and New Inventory)

Used Inventory:

- **Third-party marketplaces** (Autotrader/KBB): SPS showed a clear upward trend from 9-10 in mid-December 2025 to 17 peaks by mid-February 2026, with unique VDP visitors building steadily from ~80-140 early on to 220-280+ in recent weeks.

Autotrader & Kelley Blue Book Inventory Analysis | Sale Probability Score | Unique VDP Visitors



- **Dealership website:** Even stronger SPS progression (from 10 to 16), backed by higher and more sustained visitor volumes (peaks around 250-300+), despite some fluctuations.

Dealership Website Inventory Analysis | Sale Probability Score | Unique VDP Visitors



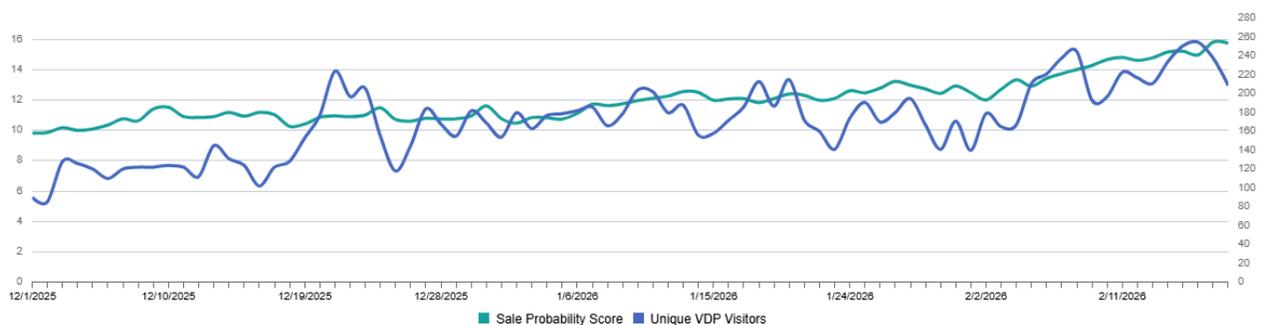
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- **Result:** Positive correlation between rising unique VDP visitors and SPS gains, indicating merchandising updates are creating a virtuous cycle—better visibility → more distinct eyes on listings → higher engagement → faster predicted turns.

New Inventory:

- **Third-party marketplaces (Autotrader/KBB):** Consistent SPS climb (from 10 to 16), with unique VDP visitors trending higher to 220–280+ by February—third-party channels provided reliable traffic and momentum.

Autotrader & Kelley Blue Book Inventory Analysis | Sale Probability Score | Unique VDP Visitors



- **Dealership website:** More variable performance—early December holiday spike (~140 visitors) followed by drops (~40–80 range), with SPS stabilizing around 10–14 and showing gradual February recovery.

Dealership Website Inventory Analysis | Sale Probability Score | Unique VDP Visitors



- **Result:** Third-party marketplaces outperformed the owned site for new vehicles, likely due to broader shopper searches for specific models/trims.

Across both categories, SPS and unique VDP visitors trend together: Incremental changes (not just static high discounts/leads/saves) drive the algorithm to boost positioning, leading to increased traffic and sales probability. The lag of several days post-update for SPS to reflect changes, plus pre-sale upticks, aligns with observed patterns.

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Impact of Your Hands-On Approach

Since starting direct work in late December/early January (building on early-December Lot Metrics Reports that helped initially), frequent interventions—such as pricing alignments, 1% drops to trigger saved-vehicle alerts, and description updates—have sustained momentum. Recent description enhancements (major update + minor tweak in mid-February) position inventory for continued SPS stabilization and potential visitor lifts as the platforms process the refreshed content.

This cadence contrasts sharply with less consistent approaches elsewhere, where infrequent updates leave velocity gains on the table. Your personal management has minimized volatility in key areas, yielding smoother, more reliable SPS trends and stronger overall performance.

Takeaways and Next Steps

Your data-driven merchandising has built tangible momentum: February uptrends signal accelerating shopper interest and sales potential, especially heading into spring. The strategy proves that regular, incremental signals (weekly or bi-weekly) outperform sporadic efforts—driving not just higher SPS but more unique VDP engagement and quicker turns.

Upcoming description updates are a logical next extension—consistent content refreshes will further reduce swings and amplify gains.

Prioritize:

- Maintaining or accelerating weekly update cycles to lock in stability and capitalize on SPS pre-sale bumps.
- Focusing low-SPS vehicles for immediate enhancements or incentives.
- Monitoring owned-site traffic for SEO/promotional boosts to match third-party strength.
- Using analytics for ongoing segmentation and quick action on merchandising alerts.

This hands-on, consistent approach is optimizing performance effectively—keep the cadence high, and the results should continue to compound for improved inventory turnover and profitability.