

Thayer's Marine

Generating Leads with Dealer Spike's Payment Genie

About Thayer's Marine

Thayer's Marine—a boat sales, repair and service business in Norwich, CT—has been a Dealer Spike website and digital marketing customer since 2019. The partnership has helped Thayer's Marine to meet business goals and become one of the premier sellers of new and used bass boats, freshwater fishing boats, and marine engines in the northeast United States. They meet regularly with their Dealer Spike Customer Success Account Manager to review their website's performance and lead quality.

Opportunity

In August 2022, Dealer Spike's Payment Genie tool launched on Thayer's Marine's website to increase qualified lead generation online. Payment Genie encourages shoppers to explore payment options online without the need to input extensive personal information or perform a soft credit pull. Shoppers have the freedom to add down payment and trade-in information and see accurate payment information based on actual lender rates.

“When you can see [the payment calculation] right in front of you, it makes the purchase a lot easier. ... People have come in and said, ‘Wow, this was really helpful to me.’ ”

—RACHEL THAYER-TARNER, CREATIVE DIRECTOR / MEDIA

Results

The first day Thayer's Marine launched Payment Genie, the business landed four leads that turned into sales in less than 30 days. Previously, the process of qualifying and converting website leads to customers could take up to nine months. Payment Genie has helped the business to increase lead quality and customer engagement online. Shoppers spend more time researching boats and exploring payment information, without having to pick up the phone to call the business.

“The longer that I can keep (a customer) on the website, the better off we are. Get them on my site, keep them on my site, engage them on my site. That's what I'm looking for.”

—RICHIE THAYER, GENERAL MANAGER



ESTABLISHED:
1966

OWNER:
Rich Thayer

TEAM SIZE:
19 employees

LOCATION:
Norwich, CT

AREAS SERVED:
CT, MA, ME, NJ, NY

INDUSTRY:
Marine

ANNUAL SALES:
500 boats

SPECIALIZES IN:
Sales, repair, and service of bass boats and accessories