

Does your **VDP** pass the high-performance test?

More than half of your traffic — **54.1%** — arrives after hours, when no one's there to answer questions. The top 10% of dealers turn inventory **54%** faster, and the difference often comes down to what their detail pages do without them.

Run each unit through the checks below.



Results

(based on number of "Yes" answers)

7 Yes



STRONG

Your VDPs are doing the selling for you. You're merchandising like the top 10%. Keep the standard consistent across every new unit.

4-6 Yes



NEEDS WORK

You've got the foundation, but gaps are costing you after-hours buyers. Prioritize the fixes above — pricing and images move the needle fastest.

0-3 Yes



AT RISK

Your detail pages aren't selling when you're closed, and 54.1% of your traffic is seeing them that way. Start with pricing and real photos, then work down the list.