

Edmunds

Rebate Program

The Challenge

A leading online automotive resource was looking for a compelling way to attract more dealership advertisers to its platform. To stand out in a competitive landscape, they needed a unique incentive that would not only drive dealership participation but also increase consumer engagement and sales. The client sought a solution that could seamlessly integrate into their existing digital infrastructure while delivering measurable results for both dealers and shoppers.



Solution

We designed a rebate program that rewarded consumers for purchasing eligible used vehicles listed by dealers on the client's platform. Operating behind the scenes, our system captured vehicle details, pricing, dealership, and buyer contact information once a price was locked in. After completing their purchase, consumers uploaded proof of purchase and the rebate form to receive a branded gift card upon final verification.



Outcome

The rebate program significantly increased site traffic and boosted vehicle sales—outcomes that dealers recognized as clear competitive advantages. By offering a meaningful incentive to car buyers, our client positioned themselves as a more attractive partner for dealerships seeking greater visibility and performance.

We helped Edmunds implement a rebate solution that drove measurable business results by connecting dealers with motivated buyers. This is just one example of how we bring smart, scalable solutions to life—helping our partners grow and lead in their space.

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