CARVIA | CASE STUDY

Pt. 2: How Heiser Ford's website found another gear with Carvia

Heiser Ford | August 31, 2026

Ford · Lincoln · Milwaukee, Wisconsin

Already at 83.3% sitewide engagement, far above automotive norms, Heiser still saw deeper sessions and more consistent engagement after Carvia launched.

+31%	+15%	83.3% -> 85.7%
Median session duration	**Median engagement time**	**Sitewide engagement rate**
83.9s -> 110.2s	15.7s -> 18.0s	+2.4 percentage points

This is not a turnaround story.

Before Carvia launched, Heiser Ford's website was already operating far above published automotive engagement benchmarks. Sitewide engagement sat at 83.3%. Published automotive GA4 benchmarks sit roughly in the 60% to low-70% range, with Semrush and Databox placing typical automotive performance near 61%.

That is more than 20 percentage points above the ~61% automotive benchmark, and roughly 35% higher relative to it. Heiser was already in elite territory. The question was not whether the site worked. It was whether shopper behavior could still move when the site was already outperforming industry norms.

The Challenge

Incremental lift becomes harder when a dealership site is already outperforming published automotive norms.

Put simply: published automotive GA4 engagement is roughly 61%. Heiser started at 83.3%. After Carvia, it reached 85.7%. The starting point was not merely "high." It was materially above typical automotive performance, with other automotive GA4 sources placing industry norms closer to 68% to 72%. Even against that higher range, Heiser was already well ahead.

Fixing a weak website is one kind of problem. Creating meaningful lift on an already elite baseline is another. Carvia was not installed to rescue a broken experience. It was installed on a site that was already working, with limited room for obvious improvement.

The Results

Heiser still found another gear.

Shoppers stayed materially longer. Average session duration rose 28%, from 88.2 seconds to 113.0 seconds. That alone would be a strong result. What makes it credible is that the typical day moved too.

Median session duration rose 31%, from 83.9 seconds to 110.2 seconds. The lift was not dependent on a handful of unusually strong sessions. Across the typical post-launch day, shoppers were simply staying longer than they had before.

Active engagement rose with them. Average engagement time increased 8%, from 17.1 seconds to 18.5 seconds. Median engagement time rose 15%, from 15.7 seconds to 18.0 seconds. Shoppers were not merely remaining on the site longer. They were spending more time actively interacting while they were there.

Sitewide engagement rate moved from 83.3% to 85.7%, a gain of 2.4 percentage points. From a baseline already more than 20 points above published automotive norms, even that movement is hard-won. But the deeper story is not the average alone. It is what happened underneath it.

Carvia raised the floor

The most important change was not better peak performance. It was fewer weak days.

On the softer end of the distribution, engagement time rose from 13.0 seconds to 16.9 seconds, a 30% lift. The days that used to drag performance down became materially stronger.

That shows up in a simpler way too. Before Carvia, 60% of days reached at least 15 seconds of average engagement time. After Carvia, 90% did. Strong engagement went from common to nearly routine.

High-performing days became more common as well. Before launch, only 30% of days exceeded 85% engagement. After launch, 70% did. Days above 88% rose from 5% to 30%. Days above 90%, which never appeared in the pre-period, showed up 15% of the time after Carvia launched.

Performance levels that used to look exceptional started looking normal. Carvia did not just raise the average. It raised the floor.

What Changed

The numbers behind the story.

These figures support the narrative above. They are not the story itself. The story is that depth and consistency moved together on a site already well above published automotive engagement benchmarks.

Metric	Before	After	Change
Average session duration	88.2s	113.0s	+28%
Median session duration	83.9s	110.2s	+31%

Average engagement time	17.1s	18.5s	+8%
Median engagement time	15.7s	18.0s	+15%
Sitewide engagement rate	83.3%	85.7%	+2.4pp
Days with 15+ sec engagement	60%	90%	+30pp
Days exceeding 85% engagement	30%	70%	+40pp

Average session duration excludes an anomalous August 26 observation from the normalized comparison. Including it would produce a 60% increase. The reported 28% result is the more conservative figure. Median session duration and all engagement metrics use the full post-period sample.

Automotive engagement context: Semrush / Databox automotive GA4 benchmarks place typical engagement near 60.36% to 61.48%. WebFX automotive GA4 benchmarks place typical performance closer to 68% to 72%. Broader GA4 studies such as Siege Media 2026 report lower cross-industry medians (~51% overall; ~54.4% ecommerce/retail) and are cited only as secondary context.

What This Means

Carvia improved both the depth and the consistency of shopper engagement on a site that was already operating in elite territory relative to published automotive benchmarks.

Shoppers stayed longer. They actively engaged more. Typical days got stronger. Weak days got stronger. High-performing days became much more common. That is a broader behavioral shift than a simple pre/post lift in three headline metrics.

Longer, more engaged dealership sessions create more opportunity for shoppers to evaluate inventory, explore vehicle detail pages, compare vehicles, and keep researching without leaving the dealership site. That is the strategic implication of the measured behavior change. This case study does not claim specific lifts in leads, sales, or showroom visits.

Heiser was not a broken website Carvia needed to fix. The strongest proof is not improving a weak baseline. It is creating meaningful incremental performance when the site is already outperforming industry norms, and making that performance more consistent.

If Carvia can create this kind of lift starting more than 20 percentage points above a published automotive GA4 benchmark of roughly 61%, the opportunity may be even larger on weaker dealership sites. That is a strategic implication, not a quantified claim.

See what Carvia does for your VDPs.

Install takes minutes. No changes to your website stack, no disruption to your team. Just answers on the page, where buyers need them.

https://carvia.ai/case-study/heiser-ford