CARVIA | CASE STUDY

How Jones Auto Group lifted shopper actions per visit up to 96% with Carvia

Jones Auto Group | November 5, 2026

Ford · Chrysler · Dodge · Jeep · Ram

After Carvia launched, shoppers at Jones Ford and Jones CDJR stayed longer and took far more actions on every visit: up 48% at Ford and 96% at CDJR.

+96%

Actions per visitor, Jones CDJR

13.1 -> 25.8

+48%

Actions per visitor, Jones Ford

24.4 -> 36.0

+57%

Engagement time, Jones CDJR

50s -> 79s

+31%

Engagement time, Jones Ford

71s -> 93s

Jones Auto Group launched Carvia on August 18, 2026 at two rooftops: Jones Ford and Jones CDJR, which sells Chrysler, Dodge, Jeep, and Ram.

We compared the 64 days after launch with the 64 days before. At both stores, shoppers stayed longer and took far more actions on every visit.

The pattern showed up at two separate dealerships with different brands and different starting points. That makes it harder to write off as a one-store result.

The Challenge

A dealership website competes with the rest of the internet for every shopper's attention.

Shoppers researching a specific vehicle have a long list of questions: what the trim includes, how the price compares, what the vehicle will cost to own, and what its history looks like. When the vehicle page does not answer them, shoppers open new tabs and finish their research on third-party sites.

Jones already had shoppers on its inventory. The opportunity was to give those shoppers more reasons to keep researching on Jones' own pages, and to keep them there long enough to take the next step.

What Carvia Changed

Carvia sits on each vehicle detail page and answers questions about that specific vehicle, so shoppers can keep researching without leaving the dealership's site.

Jones Ford and Jones CDJR went live together on August 18, 2026. Putting the same change on two rooftops at once makes the results easier to read.

Jones Ford

Visits got longer and more active.

Average engagement time rose 31%, from 71 to 93 seconds. Actions per visitor rose 48%, from 24.4 to 36.0. Jones Ford shoppers were already active on the site, and Carvia gave them more to do.

Metric	Before	After	Change
Average engagement time	71s	93s	+31%
Actions per visitor	24.4	36.0	+48%
Total site activity per day	4,691	4,300	-8%

Both headline measures are per visitor, so the lift reflects what each shopper did, not how many shoppers arrived.

Jones CDJR

Actions per visitor nearly doubled.

Average engagement time rose 57%, from 50 to 79 seconds. Actions per visitor rose 96%, from 13.1 to 25.8. Total site activity per day rose 4%, from 721 to 751.

Metric	Before	After	Change
Average engagement time	50s	79s	+57%
Actions per visitor	13.1	25.8	+96%
Total site activity per day	721	751	+4%

CDJR figures leave out 14 days of bot-like traffic spikes. Details are under How We Measured.

More Than Time on Site

Longer visits are only part of the picture. The bigger change is what shoppers did with that time.

Actions per visitor counts the things shoppers do on the site: viewing vehicles, interacting with photos, scrolling, clicking, and reaching out. At Jones Ford, the average visitor took 11.6 more actions per visit than before. At Jones CDJR, the average visitor took 12.7 more.

Engagement time and actions rose together at both stores. That points to shoppers who were working through the inventory, not simply waiting on a page.

Two Rooftops, One Pattern

Jones Ford shoppers already took 24.4 actions per visit before launch and still added 48%. At Jones CDJR, actions per visitor went from 13.1 to 25.8, nearly doubling.

A lift at one store could be chance. The same lift at two stores, with different brands, different inventory, and different shoppers, is a stronger signal that the vehicle page is doing more of the work.

An Early Lead Signal at CDJR

The lead data at CDJR is small, so we treat it as directional.

September was CDJR's strongest stretch for calls and forms, and it was the month Carvia covered the broader inventory. The share of visits that ended in a call or a form was roughly double the pre-launch level, and form submissions began appearing.

From September 28, Carvia coverage at CDJR focused on Wickenburg inventory, and call and form activity eased from the September peak. One reading is that coverage matters: the more of the inventory Carvia answers questions on, the more shoppers have a reason to reach out.

The sample is small and this is a before-and-after comparison, so we do not claim Carvia caused the change.

What This Means

Jones Auto Group got more depth from the shoppers already researching its inventory.

Shoppers at both stores stayed longer and took more actions on every visit. That is the behavior a dealership wants from its vehicle pages: shoppers finding answers on the dealer's own site instead of leaving to research elsewhere.

Carvia's job is to answer more of a shopper's vehicle research questions directly on the VDP. Jones put that in front of shoppers at two rooftops at once, and shoppers responded at both.

This case study does not claim specific lifts in leads, sales, or showroom visits, and it does not estimate ROI. The measured change is in shopper behavior on the dealership's own site.

How We Measured

Data source: site analytics for Jones Ford and Jones CDJR. June 15-August 17, 2026 (64 days before launch) compared with August 18-October 20, 2026 (64 days after launch).

Average engagement time and actions per visitor are per-visitor averages, so they do not depend on how many visitors a store received. Total site activity per day is shown for context.

CDJR excludes 14 days of bot-like traffic spikes, meaning days with unusually high visit counts and near-zero time on site. Leaving them out keeps automated visits from distorting the per-visitor averages.

The CDJR call and form observations are directional. They come from the same before-and-after data and a small number of leads.

This is a before-and-after comparison of Jones' own analytics, not a controlled test.

See what Carvia can do for your inventory.

Install takes minutes and requires no changes to your website. Book a demo and we will walk through it on your VDPs.

https://carvia.ai/case-study/jones-auto-group