CARVIA | CASE STUDY

How Lavery Automotive raised conversions by 20% with Carvia.ai

Lavery Automotive Sales & Service | February 15, 2026

Chevrolet · GMC · Cadillac · Alliance, Ohio

With Carvia on their VDPs, session quality and conversions rose even as overall site traffic dipped - including a 75% lift in lead forms and 43% longer average VDP sessions.

+75%

Lead forms submitted

12 -> 21

+43%

Avg VDP session duration

92.5s -> 132.0s

+39%

Active engagement time per session

3.81s -> 5.28s

+20%

Total conversions

612 -> 737

Lavery Automotive Sales & Service is a multi-brand GM dealer in Alliance, Ohio, selling Chevrolet, GMC, and Cadillac. They installed Carvia in February 2026 across their vehicle detail pages to answer buyer questions on-page and keep shoppers engaged with the inventory they came to see.

What happened over the next 30 days is the kind of result that doesn't usually come from a single tool change.

The Challenge

Buyers land on a VDP with real questions. Most pages don't answer them.

A vehicle detail page is where a purchase decision gets made - or abandoned. Buyers want to know if this trim is right for them, what ownership looks like, how this vehicle compares to what else is on the market. When those questions go unanswered, they leave the page to find answers somewhere else.

For Lavery, the opportunity wasn't more traffic. It was doing more with the traffic they already had. Their site was getting thousands of sessions a month, but buyers weren't engaging deeply enough to convert at the rate the inventory deserved.

Carvia was installed to close that gap - answering buyer questions in real time, directly on the VDP, without sending them somewhere else to find out.

The Results

Traffic went down. Everything else went up.

In the 30 days following Carvia's installation, overall site traffic declined 14% - outside anyone's control. But with fewer visitors to work with, Lavery still saw engagement, session quality, and lead volume all move in the right direction, at the same time, meaning their site visits were working harder.

Engagement

Buyers stayed longer and paid more attention.

Carvia measures two things that matter for on-page behavior: how long a session lasts, and how much of that time the buyer is actively looking at the page.

Both moved significantly after install.

Average session duration on VDP pages went from 92.5 seconds to 132.0 seconds - a 43% increase. That's across 35 days of post-install data compared to 25 days pre-install.

Average active engagement time per session went from 3.81 seconds to 5.28 seconds - a 39% increase. This metric only counts time when the page is in the foreground and the user is actively interacting, making it a cleaner signal than duration alone. This was measured across 1,343 sessions pre-install and 672 sessions post-install.

When buyers spend more time actively engaging with a VDP, they're deeper into the decision. They've read more, considered more, and they're closer to taking action. The lead data reflects exactly that.

> *"After our first call with the Carvia team, we knew it was what we were looking for. A proactive sales tool that gives our team real talking points and gives buyers something they can actually learn from - specific to every VIN on our lot."*
>
> **Lindsay Lavery, Lavery Automotive Sales & Service**

Conversions

More leads. From less traffic.

The downstream numbers tell the clearest story. Across the 30-day comparison window, with 14% fewer site sessions, Lavery saw lead volume and conversion rates move meaningfully across every major channel.

Metric	Before	After	Change
Lead forms submitted	12	21	+75%
Lead form conversion rate	0.2%	0.3%	+50%
Lead form session ratio	1:605	1:299	+102% efficiency
Total conversions	612	737	+20%
Phone calls initiated	83	94	+13%

Phone call conversion rate	1.1%	1.5%	+36%
Engaged sessions	-	-	+17.9%
Avg engaged time on site	00:38	00:46	+21%

The lead form session ratio is worth pausing on. Before Carvia, it took 605 sessions to produce a single lead form submission. After, it took 299. The same inventory, the same pages - buyers just had more reason to act.

> *"This is data no one else has on their VDPs. We feel like it gives us a genuine competitive advantage, and the numbers are backing that up."*
>
> **Lindsay Lavery, Lavery Automotive Sales & Service**

What This Means

Engagement is a leading indicator. Leads are the proof.

The connection between VDP engagement and lead conversion is well established in automotive retail. Buyers who actively engage with a vehicle page are further down the decision funnel than those who bounce. What Carvia does is give those buyers a reason to stay - answering the questions that would otherwise send them to Google, Edmunds, or a competitor's lot.

Lavery's 30-day results show that relationship playing out in real numbers. Engagement up, leads up, conversion rate up - on traffic that was actually declining. That's the signal dealers should care about.

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/lavery-automotive