overfuel

NISSAN FIRST · NOV 2026



THE 2026 NISSAN DIGITAL SHOWROOM REPORT

What happens *when it works?*

How 16 Nissan stores more than tripled their website traffic, and where that traffic leaks before it becomes a sale.

+223% sessions per rooftop

Overfuel first-party data · 16 Nissan / 297 independent rooftops · Jan–Oct 2026

Prepared by Shawn M. Ramsey, Director of Sales, Overfuel · VINCUE Nissan First, November 2026

The traffic showed up. *Did the sales?*

Nissan dealer websites on Overfuel grew sessions per rooftop by 223% from January to October 2026, while independent stores on the same platform slipped 10%. But more traffic hasn't yet meant more leads: Nissan sites convert 1.9% of visits into form or call leads, versus 2.4% for independents. This report follows that traffic through five checkpoints, from search to showroom, and ends each one with a fix you can run on Monday.

IN THE END, DID I SELL MORE CARS? IN BETWEEN ARE 3+ DATA POINTS

1 · MARKET PROOF

Does my site pass Core Web Vitals?

PageSpeed Insights · mobile + desktop

YOUR STORE

2 · GROWTH CHECK

Is my traffic growing with Nissan?

Sessions per rooftop

YOUR STORE

3 · SEARCH SHIFT

Are AI shoppers finding me and staying?

Avg. time on site, AI source

YOUR STORE

4 · VDP DETAILS

Are shoppers digging into my VDPs?

VDP views per visitor

YOUR STORE

5 · CLICK TO MORTAR

Are visitors raising a hand?

Leads per 10K visits

YOUR STORE

6 · SELL MORE CARS

Am I catching every buying signal?

Partial lead forms / rooftop / month

YOUR STORE

What's your sales story? Fill in your store's number on each line, then compare it with the Nissan data in each chapter.

INTRODUCTION

Your IMS sets the buy and the list. *Your website makes the impression.*

Inventory tools decide what to stock and what to ask for it. Everything that happens next, how that car is shown, priced and answered online, happens on your website. That's where this report lives.

DECIDE · IMS

What to buy, for how much, and what to list it for

Live market signal, service-drive appraisal, customer data mining

PUBLISH · IMS + WEBSITE

The price, photos and story online

VLP/SRP, VDP, specials, and the feed that syndicates for more exposure

CONVERT · WEBSITE

Engagements: call, text, chat, form, etc.

Action plan with managerial direction, continuing education, etc.

THIS REPORT

Lives in the second two boxes, Publish and Convert, with one scoreboard question on every page: what happens when it works?

GROWTH CHECK

Nissan traffic more than tripled. *Independents slipped.*

Average monthly sessions per rooftop, January through October 2026. Nissan stores accelerated from May onward; independent stores on the same platform drifted down.

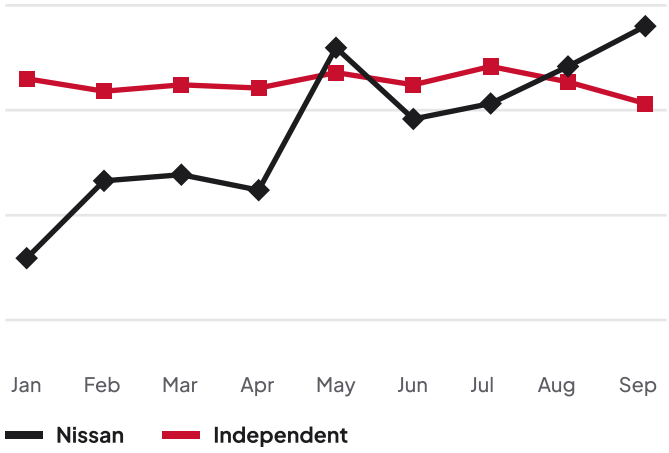
FIRST PARTY ANALYTICS

+223%
NISSAN

−10%
INDEPENDENT

Website traffic growth, sessions per rooftop

Avg. monthly sessions per rooftop



WHY IT MATTERS

Nissan stores didn't triple their traffic by accident: nearly half of it (46.7%) is paid social and paid search, versus 30.2% for independents. Paid traffic is rented. The rest of this report is about getting a return on it.

MONDAY FIX — Pull your own sessions per rooftop for January and October. Which line are you on?

Overfuel first-party · 16 Nissan / 297 independent rooftops · bot-adjusted

WHERE THE TRAFFIC COMES FROM

Nissan stores rent their reach. *Independents own theirs.*

Traffic channel · share of sessions	NISSAN	INDEP.
Direct / typed in	28.4%	40.3%
Paid social	24.8%	17.6%
Paid search	21.9%	12.6%
Organic search	11.1%	14.6%
Google Business Profile	5.4%	4.9%
Organic social	2.2%	2.3%
Referral, email, display & other	6.1%	7.5%

MONDAY FIX

Open a NissanUSA.com listing for a car you stock, then your own VDP. Do the price, photos and payment match?

OEM REFERRALS

3×

the Overfuel franchise average share of sessions referred by NissanUSA.com (0.27% vs. 0.09%), Jan–Oct.

WHY IT MATTERS

An OEM-referred shopper already picked the brand. They land one step from a test drive, if your VDP price, photos and payment match what Nissan just showed them.

Jan–Sep 2026 · Overfuel first-party · 16 Nissan / 297 independent rooftops

SEARCH SHIFT

Search is ending *on the results page.*

Shoppers still search. They just click less, because Google and AI assistants now answer on the page. The shoppers who do arrive from AI tools are worth having.

68%

of US Google searches ended without a click, Jan–Apr 2026 (60% in 2024).

Source: SparkToro, 2026

8% vs 15%

Clicks on a traditional result with vs. without an AI summary on the page.

Source: Pew Research Center, 2025

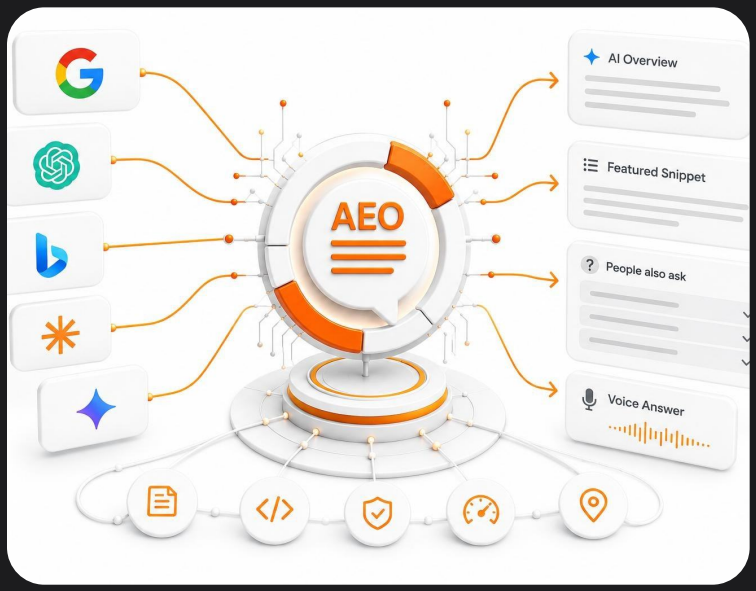
AI-REFERRED SHOPPERS · YTD

2:57	3:18
NISSAN	INDEPENDENT

Avg. time on site

3.8%	4.1%
NISSAN	INDEPENDENT

Lead conversion, about double the all-channel rate



AI sources: ChatGPT, Gemini, Copilot, Perplexity & similar. Volume is still small and growing month over month.

AI READINESS

Can the bots *even read your site?*

Measuring whether your store appears in AI answers is still an evolving science, and accuracy varies across existing and developing tools. You can make sure answer engines are able to read your inventory, prices and hours without guessing.

RUN IT ON YOUR SITE

What the score checks

- robots.txt lets AI crawlers in and declares a sitemap
- The XML sitemap is there, with every in-stock VDP
- Schema on the homepage, an SRP and a VDP

PREPARE FOR EVOLVING TECHNOLOGIES

What it doesn't tell you

- Whether you actually appear in AI answers: an evolving level of accuracy from existing and developing tools
- Your site speed and Core Web Vitals, and Google's Agentic Browsing assessment and scoring



Schema = UX for Google

Structured data gives search engines and AI assistants the same clean layout you give a shopper: price, mileage, location, hours and availability, labeled so a machine can read them.

OVERFUEL RECOMMENDS

Open the door to AI crawlers, publish the sitemap, put schema on every page type, then write answer content for the questions your low-funnel shoppers actually ask.

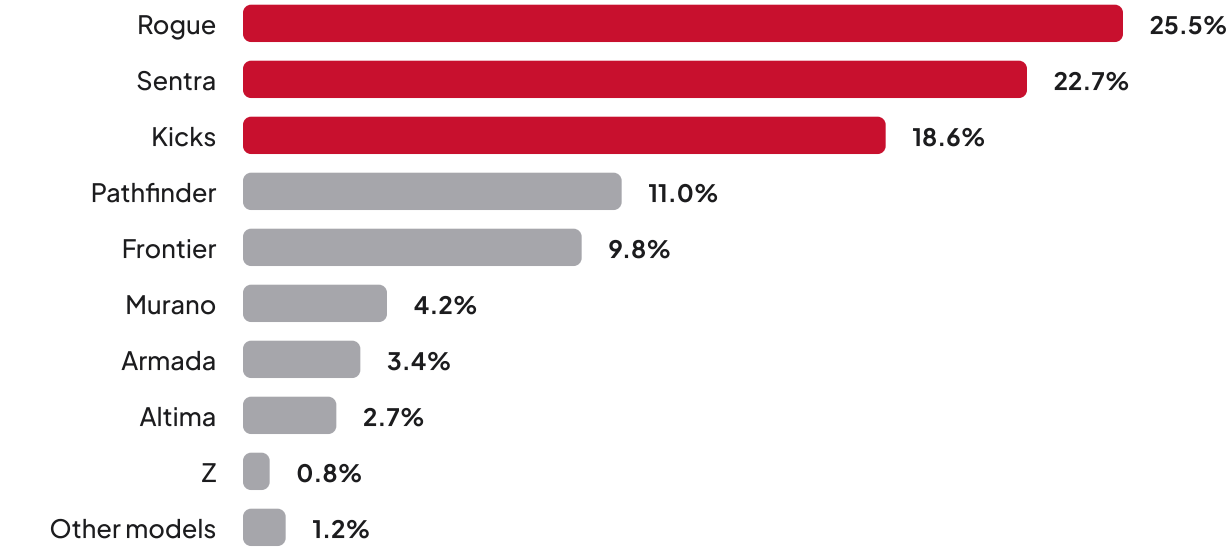
VDP DETAILS · WHERE SHOPPING HAPPENS

Three models take *two-thirds of the views.*

Rogue, Sentra and Kicks account for 66.8% of new-Nissan VDP views on Overfuel sites. Read it like a desk manager, model by model.

FIRST PARTY ANALYTICS

Share of new-Nissan VDP views, by model



Overfuel first-party · 16 Nissan rooftops · views Jan–Oct · in-stock vehicles

Lots of views, thin stock
An order or acquisition signal

Hot seller, few views
A merchandising or search gap

Re-check monthly
Nissan incentives shift demand

MONDAY FIX

Line VDP share up against your own sales mix, model by model.

PRICING COMPLIANCE

Enforcement is aimed *at the advertised price.*

$20M
FTC settlement with one dealer group, its largest against an auto dealer · Dec 2024

97
Dealer groups sent FTC warning letters on advertised pricing · Mar 2026

Oct 1
California's CARS Act (SB 766) took effect · 2026

Your ad, buyer's order and DMS have to tell one story. Inspect your website to make sure the data matches.

THE FOUR-QUESTION VDP AUDIT

1. **Is the headline price all-in?**
   Every mandatory fee included; only tax, title and registration left out.

2. **Are conditional rebates netted in?**
   Loyalty, conquest or dealer-financing offers belong below the price, with conditions.

3. **Are add-ons pre-loaded?**
   Optional products shown as optional, never baked into the number.

4. **Does the portal show the same price?**
   Find the same VIN on one major portal and compare.

Operational guidance, not legal advice; confirm with your compliance counsel. Sources: FTC, Dec 19, 2024 and Mar 13, 2026; California DMV (SB 766).

INVENTORY AGING

Speed-to-line only pays *once the car is live online.*

27%	31%
NISSAN	INDEPENDENT
In-stock units aged 90+ days	

101	32
NISSAN	INDEPENDENT
Units aged 90+ days	

$3.4M	$0.8M
NISSAN	INDEPENDENT
Tied up in 90+ day units	

Aged units list higher (Nissan $34.8K at 120+ days vs. $32.8K under 30 days; independents $28.3K vs. $24.6K) and cost holding and depreciation every day. Snapshot: October 2026.

PICK ONE USED UNIT ACQUIRED THIS WEEK

1. **Line-ready after recon** — Date: _____ — Day 0
2. **Live on your VDP with real photos** — Date: _____ — Day ___
3. **Live on a major portal, same price** — Date: _____ — Day ___

USED LEAF & ARIYA

$2K–$8K

Swing in acquisition value from battery state of health alone. If the PPC bid priced the battery, the listing should show it.

Source: DGActual, via VINCUE

MONDAY FIX — Time one used unit from line-ready to live. Every offline day is holding cost and depreciation with zero shoppers.

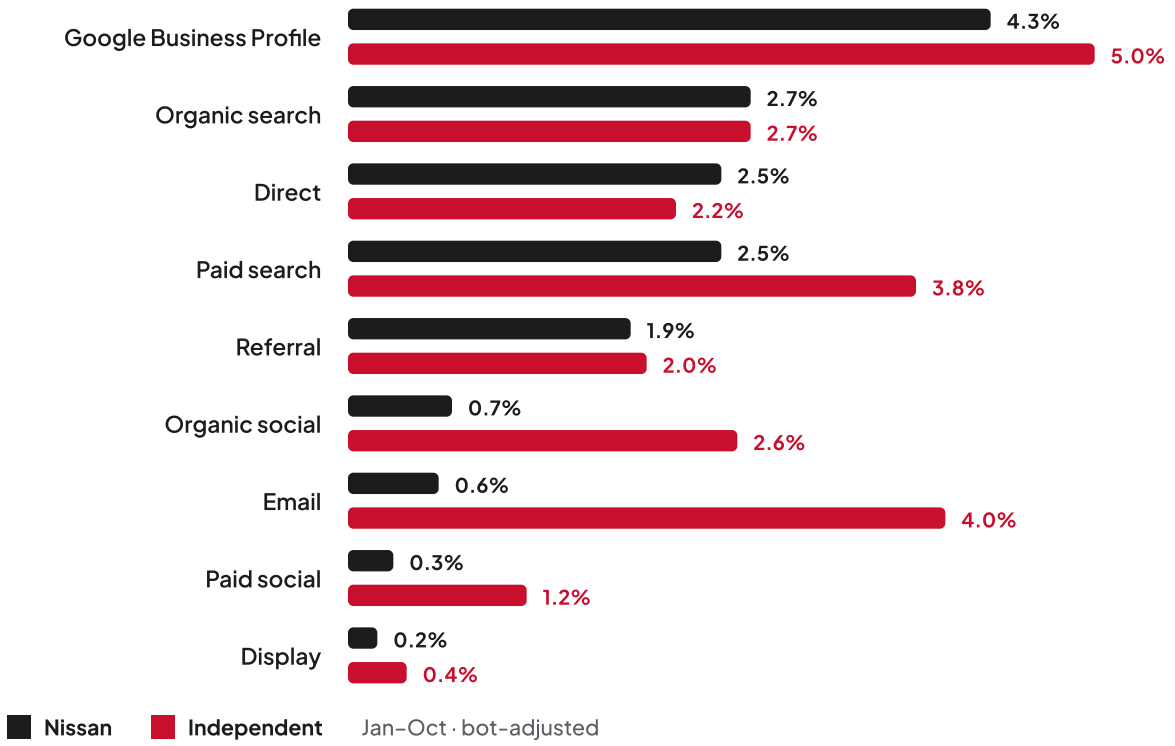
Overfuel first-party · Nissan vs. independent averages per rooftop

CLICK TO MORTAR

Visits aren't leads. *Your Google profile is.*

FIRST PARTY ANALYTICS

Lead conversion by channel (form + call leads ÷ visits)



59.6%
of Nissan website leads are phone calls (independents: 32.7%)

1.9% vs 2.4%
All-channel lead conversion, Nissan vs. independent

74%
of CTA submissions: credit app, unlock price, payment calculator

MONDAY FIX

On your phone, count the taps to book service, find a car from the homepage and value a trade. Then ask your BDC: who works the partial forms?

WHAT'S YOUR SALES STORY?

In the end, *did I sell more cars?*

AVOID FRICTION FROM FORM TO PHONE, FROM SEARCH TO SALE TO SERVICE

1	**Service scheduling** Does it capture the VIN and owner?	Taps: ____
2	**New vs. used inventory** Can a shopper find it from the homepage?	Taps: ____
3	**Trade value or sell us your car** Where does the lead go once submitted?	Taps: ____

Service, recall and trade are your cheapest used-car sources. VINCUE works the appraisal; the website has to start the visit.

METHODOLOGY

Overfuel first-party analytics; 16 Nissan and 297 independent rooftops; January–October 2026; bot-adjusted; pre-launch months excluded. Nissan vs. independent figures are per-rooftop averages.

SOURCES

SparkToro / Similarweb (2026); Pew Research Center (2025); FTC (Dec 19, 2024; Mar 13, 2026); California SB 766; DGActual via VINCUE.

Run the scorecard on your store

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Book a call →

