

01. INTRODUCTION

LAYER 1: THE DIGITAL ENTRY POINT (TRAFFIC & DEVICE)

Mobile Dominance

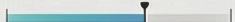
Nearly three-quarters of all dealership website new originates from mobile devices, for outstripping desktop (24.1%) and tablet (3.5%) usage.

72.4%

Organic Search is the Growth Engine

51% of global traffic is driven by SEO, though this drops to 44% in the U.S. due to a more competitive paid advertising landscape.

Visual Engagement Baseline



Average time an elite is 2 minutes and 45 seconds, with riders viewing an average of 3.8 pages per session to inspect inventory.

LAYER 2: THE ACQUISITION ENGINE (PAID MEDIA)

Search Intent vs. Social Discovery

3-Step Column

01

Google Search

\$2.85
Avg. CPC

4.1%
Conversion Rate

02

Facebook/Instagram

\$0.95
Avg. CPC

N/A
(Awareness Focus)

03

Google Shopping

\$1.45
Avg. CPC

2.8%
Conversion Rate

\$48.50

Average CPA

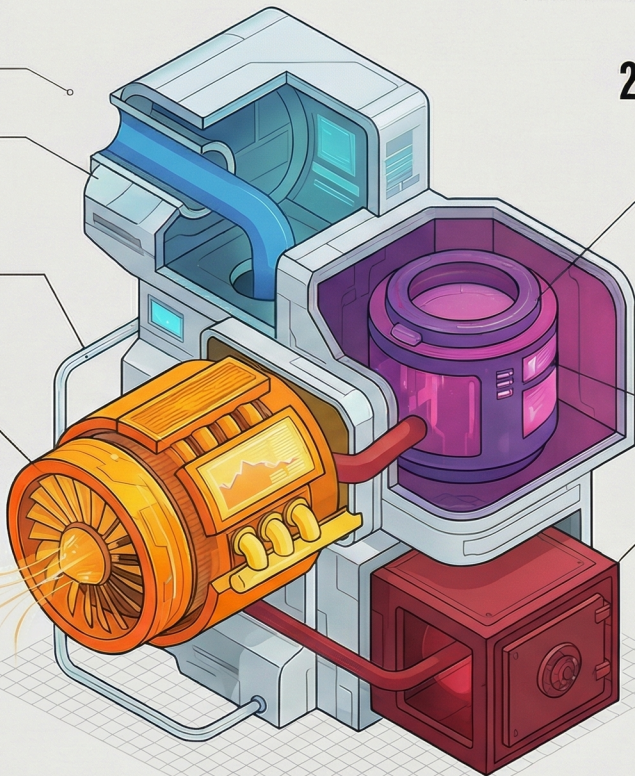
The cost per acquisition for a qualified lead has risen 15% year-over-year but remains highly viable given high unit margins.

5.8%

Search Network CTR

High brand passion results in an exceptionally strong all-through rate for search advertisements compared to other automotive sectors.

THE ANATOMY OF A HIGH-PERFORMING MOTORCYCLE DEALERSHIP: 2026 MARKETING BENCHMARKS



LAYER 3: THE ENGAGEMENT CORE (SOCIAL & COMMUNITY)

TikTok: The Viral Opportunity

Motorcycle content thrives on TikTok with a 4.2% engagement rate, dwarfing Instagram (1.85%) and Facebook (0.48%).

Optimized Posting Cadence

Top-performing dealers posting 4-5 times weekly on more platforms and 2-5 times weekly for short-form video content like Reels and TikToks.

Passion Drives Performance

Riding culture is inherently social and community-driven, allowing dealers to outperform general automotive engagement benchmarks.

LAYER 4: THE CONVERSION & RETENTION CHAMBER

2.2%

Average Web Conversion

While the average is 2.3%, the top 10% of dealerships release a 4.0% conversion rate through superior mobile optimization and fast site speeds.

The Service Retention Goldmine

50% service department retention is the critical metric for building long, turn dealer health and repeat unit sales.

\$12,500

Customer Lifetime Value

This total value accounts for unit merges, parts, accessories, and recurring service revenue over the lifetime of the rider relationship.

48%

Welcome Email Open Rate

High-intent "bobbyier" subscribers show massive engagement with initial communications, double the standard 23.5% open rate.