

Lyon Lifts' Boosting Sales Revenue by \$1.3M

FLEETNOW CASE STUDY



Overview

Lyon Lifts, a company specializing in heavy equipment sales across North America, began listing their equipment on FleetNow in July 2022. This case study explores Lyon Lifts' partnership with FleetNow, detailing their experience with exposure, leads, and sales revenue.

Background

Lyon Lifts carries an inventory of approximately 130 machines available for purchase on FleetNow. Their equipment offerings span various categories, including articulating boom lifts, compact track loaders, excavators, mini excavators, rough terrain forklifts, rough terrain scissor lifts, telehandlers, telescopic boom lifts, wheel loaders, and wheel skid steers.

35
MACHINES
SOLD

Sales from FleetNow

Since July 2022, Lyon Lifts received leads through FleetNow, resulting in 35 sales (July 2022 to September 2023).

\$1.3M
REVENUE

Revenue on FleetNow Sales

Lyon Lifts' revenue from FleetNow leads was \$1,307,803 between July 2022 and September 2023 (15 months) – approx \$87,186 per month.

"Thanks to its constant lead flow, FleetNow has been a reliable partner of Lyon Lifts and has been a significant factor in our growth."

– Romain Penet, Owner of Lyon Lifts

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These brands have attracted significant interest, contributing to Lyon Lifts' visibility on FleetNow



Comprehensive Listings

Lyon Lifts takes pride in offering detailed and informative listings on FleetNow. Nearly all of their equipment listings feature multiple photos, complete listing details such as price, hours, location, and notes on equipment condition. This transparency and attention to detail contributes to their overall success on the FleetNow platform.

190K
EQUIPMENT
VIEWS

Brand Exposure

Lyon Lifts' partnership with FleetNow boosted brand exposure, with over 190,000 potential buyers viewing their listings, expanding their customer reach beyond traditional methods.

Genie
39,000
VIEWS

Top Viewed Brands

Lyon Lifts' FleetNow listings are generating considerable interest, with the following top-viewed equipment brands:

Genie (39k views), Skyjack (26.6k), Bobcat (16.8k), Kubota (8.4k), New Holland (4.2k)

24HR
DAILY
UPDATES

Integration

Integrating with FleetNow automates listing updates, keeping Lyon Lifts' inventory current and eliminating the need to handle inquiries for sold equipment. This streamlines operations and boosts customer satisfaction.