



RV DEALER PLAYBOOK • VOLUME 2

Bring In More Buyers, and Don't Lose Them at the Search Bar

How to make every visit easier with faster inventory discovery, clearer listings, and dependable follow-through.



The Buyer Who Knew Exactly What They Wanted

They know the trip they want to take and what the RV needs to make it work. Sleeps eight. Kitchen island. Under \$75,000. No carpet would be even better.

They land on your website after dinner, ready to build a shortlist. A traditional search asks for unit type, price band, sleeping capacity, floorplan, length, and feature selections one menu at a time. Four filters in, the results still miss the island or stretch past the budget. The shopper closes the tab.

Your marketing did its job. **The buyer arrived.** The shopping experience **did not help them finish the next step.**

That is the acquisition challenge in 2026. RV buyers research longer, revisit units more often, and stay active outside business hours. Bringing them in matters, but so does making every visit easy to continue.

What You'll Walk Away With

- ✓ Why each paid click has to do more work
- ✓ What first-time and experienced RV shoppers expect from on-site search
- ✓ A five-point check for search, listings, after-hours capture, and response



Every Visit Should Feel Like Progress

RV shoppers revisit units more often and stay in research mode longer. A repeat visitor should be able to resume the journey, not rebuild it.

Each return should make the next decision easier: get back to relevant inventory, confirm that the details are current, compare the options that matter, and find a clear next step.

Traffic alone does not carry the buyer to an inquiry. The State of the RV Dealer points to a practical chain of basics that keep opportunities moving:



54.06%

of shoppers browse outside standard business hours.¹ Your site is often carrying the conversation without your team in the building.



Listings with price and financing options generate

47.9%

more high-quality leads.¹ Clear information helps buyers decide whether the next step is worth taking.



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Paid media can earn the first visit. Retargeting can earn another. **Neither can rescue a search experience that makes the shopper start over.**

When an inquiry does arrive, reply within **5–15 minutes** when possible. The first answer should confirm availability, address the immediate question, and offer one clear next step.

Your job is not to rush the decision. It is to remove the avoidable delays that send a serious buyer somewhere else.

¹ The State of the RV Dealer: 2026.

Search Should Feel Like a Conversation, Not a Scavenger Hunt

RV shoppers now expect fast results, a strong search bar, and only a few useful filters. That expectation looks different depending on who is shopping.

A first-time buyer may know the experience they want (“easy to tow, sleeps six, separate bunks”) without knowing the industry label for it. A seasoned owner may know every detail: “fifth wheel under 35 feet, under \$75,000, with a kitchen island and no carpet.”

Both should be able to **type or speak the need in their own words and get a short list of real matches.**

- ◆ **Understand the whole request.** Search should interpret multiple criteria together, including exact budgets or ranges, must-have features, dimensions, sleeping capacity, and exclusions.
- ◆ **Narrow with RV-specific detail.** Results should draw from the specs, features, options, descriptions, and lifestyle details already attached to the inventory, not only the handful of fields exposed in a basic filter menu.
- ◆ **Keep the shopper moving.** Let buyers refine or broaden a search without starting over, click through to a full VDP and back, and receive a useful nudge when no exact match is available.

Show me bunkhouse units shorter than 35 feet that sleep 8 or more people.

Great! I found 44 bunkhouse units under 35 feet long that sleep 8 or more people. If you'd like to narrow it down further, you could filter by price range, specific brand, or other amenities you're interested in.

Under \$30k.

Perfect! I found 33 RVs under \$30,000 with a bunkhouse, up to 35 feet long, and sleeping capacity for at least 8 people. If you'd like to narrow things down further, you could ask me to filter by brand, specific features like a kitchen or bathroom.

AI can shorten the path to the right unit. It cannot replace complete inventory data, clear pricing, working inquiry paths, or a human response.

Even a strong search experience depends on the inventory data behind it. Use AI to reduce discovery friction, then keep people and process accountable for what happens next.

What Good Looks Like

The strongest acquisition experience gives the shopper less work, not less control.

Run this check from the point of view of a first-time buyer on a phone after hours:

01

Can a shopper type or speak an exact budget, a must-have feature, a sleeping capacity, and something to rule out in one request—and receive a short list of matching units?

02

Can the shopper refine or broaden the request without starting over, and does a no-results screen offer a useful next step instead of a dead end?

03

Do search results and VDPs consistently show the basics buyers use to decide: price, financing information, photos, key specs, and a clear path to full details?

04

Do forms, calls, and texts keep capturing and routing interest after hours on both mobile and desktop?

05

Is someone responsible for confirming availability, answering the immediate question, and offering a clear next step—within 5–15 minutes when possible?

Who is InteractRV?

Since 2001, InteractRV has been the RV industry's trusted partner for digital marketing and web solutions.

Focused exclusively on RV dealerships, we empower businesses to thrive with our cutting-edge technology, flexible tools, and deep industry expertise.

More than just a technology provider, we are your committed partner in success. Every dealership is paired with a dedicated Client Success Manager who understands your business and provides reliable, personalized support to meet your unique needs all with your budget.

Our full-featured platform, reliable tools and people-first approach have set the standard for delivering unmatched results for over two decades. InteractRV is here to help you achieve your goals. Partner with us as we pave the open road to your dealership's growth and long-term success.

600+ RV dealerships • 480k+ units sold in 2025

InteractRV.com

