

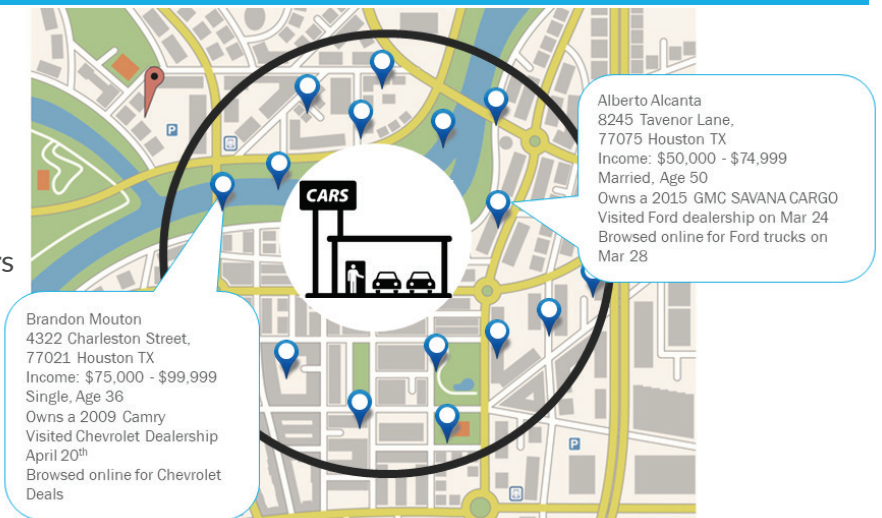
8 ROOFTOP DEALERSHIP GROUP IN NEW ENGLAND

CHALLENGES

- Unable to accurately identify in-market individuals who were visiting competitive dealership lots or browsing online
- Limited insights of vehicle owners by specific make and models within their trade area
- Unable to identify or convert anonymous web traffic
- Inaccurate and missing information for 1st party contacts in CRM (approx. ~1 million records)

SOLUTIONS

- Dealer Insight Report: pulse-check on inaccurate data
- Data Cleanse | Append: full names, emails, addresses, etc.
- WebID to identify website visitors
- New Customer Acquisition Program: email, direct mail, display, and social retargeting



PROVEN RESULTS

- \$1.29m gross in the first 90-days
 - 435,000 individuals identified through all channels (44 cars sold)
 - 6,548 individuals identified through WebID (9 Cars sold)
- Uncovered that in-market individuals were going to Hyundai, Honda, and Kia dealerships
- Data cleansing and enhancement for better visibility into new sales, service, financing, and aftermarket incentives
- Identified 210,000 potential customers around new dealership location



**1.29m
Gross**



210,000