

CASE STUDY

AUTOMATED MARKETING MADE PERSONAL

How Eide Automotive Group Targets the Right Customers,
at the Right Time, with the Right Message



EIDE
AUTOMOTIVE GROUP

Automotive
MARKETING PLATFORM
Powered by VinSolutions

OVERVIEW



"One of the greatest strengths of Automotive Marketing Platform is being able to target customers with the right message, at the right time—at the right moment when the customer is most likely to act and create opportunities for our stores."

Justin Harmon
Marketing Director | Eide Automotive Group

Eide Automotive Group has a simple, straightforward philosophy: to provide time-saving, hassle-free, fair-priced car-buying and vehicle service experiences. This customer-centric approach extends to everything the dealer group does, including its marketing efforts. Eide is committed to respecting customers' time and attention with marketing that is honest and to-the-point.

But with six stores in North Dakota and Minnesota and a large customer base, marketing the dealership to customers in a personalized, meaningful way sometimes proves challenging. So, when Eide Marketing Director Justin Harmon heard about VinSolutions Automotive Marketing Platform, he immediately knew it would help the dealership deliver better, more personalized marketing.

"The days of throwing darts at the dartboard and hoping something sticks in terms of marketing are long gone," Justin said. "Automotive Marketing Platform allows us to stay in contact with our customers at the right time with the right messages."

Automotive Marketing Platform—a centralized marketing solution that leverages automated workflows and Cox Automotive customer data insights—has allowed Eide to improve email marketing campaign performance and communication with customers. More specifically, Eide has seen first-hand the platform's ability to:

- Help Eide sell more cars
- Identify and acquire more frontline inventory
- Simplify complex email marketing tasks
- Personalize mass email marketing efforts
- Ensure successful sales follow-up with comprehensive CRM integration
- Maximize return on marketing investment

CHALLENGE

SIMPLIFYING THE COMPLEX

After seeing mixed results from both third-party and in-house email marketing efforts, Justin immediately saw the potential in Automotive Marketing Platform, which would enable him to automate much of his email marketing, identify precise marketing opportunities, and deliver more personalized marketing experiences.

Informed by past customer behaviors, the automated marketing workflows generated by Automotive Marketing Platform have allowed Eide to reach customers in a relevant way—at scale. **The tool uses advanced data insights aggregated from Cox Automotive platforms such as Autotrader and Kelley Blue Book to determine the next best steps for contacting customers, without any manual execution.**

In addition to automated workflows, Automotive Marketing Platform also provides Justin with the dedicated support of a marketing expert. His Marketing Account Manager, an automotive retail marketing expert, is dedicated to delivering strategic, dealership-specific marketing support.

“Having the support of my Marketing Account Manager is extremely advantageous for me as a marketer,” Justin said. “There are only so many hours in the day, and I can’t think of everything. It is great having my Marketing Account Manager helping me out. She comes up with really good ideas, and we facilitate them together to lead to more success for our stores.”



CHALLENGE

PERSONALIZING THE IMPERSONAL

With so many customers in Eide's base, it can be difficult to deliver relevant, meaningful marketing messages to each individual. Justin says this challenge is the single biggest one that Automotive Marketing Platform has helped the dealership overcome.

"The most valuable feature of Automotive Marketing Platform has to be its ability to target the right customers at the right time," Justin said.

"With the platform's approach to analyzing customer behavior, it can predict the best time to send a specific campaign. This is especially advantageous if you have a large database of contacts that haven't received much communication from the dealership. And by assigning tasks to specific campaigns, our salepeople can follow up in a more timely manner and have a better engagement."

"Dealerships really need to leverage their data to support their sales and service processes," added Justin.

Eide has seen tremendous success by implementing texting campaigns to remind customers of upcoming service

"Whether using email or text, we can provide better customer service by communicating with them through Automotive Marketing Platform."

Justin Harmon
Marketing Director | Eide Automotive Group



appointments. Not only do these reminders secure the service revenue—they frequently offer complimentary trade-in valuations for coveted used inventory.

"I think it helps tremendously to text and remind customers about service appointments. Customers find the reminders convenient, and it may decrease the likelihood of missed appointments."

"This program has definitely helped us get more valuable trades to put on the front line. **We have acquired trades we may have never gotten otherwise,"** said Justin.

CHALLENGE

INTEGRATING WITH EXISTING PROCESSES

Justin's key responsibility as a marketer is to create opportunities for his sales staff. A robust integration between VinSolutions CRM and Automotive Marketing Platform makes that job much easier by giving salespeople a full view of which marketing communications customers have received and engaged with directly in the VinSolutions CRM customer record.

"We've successfully used Automotive Marketing Platform for a variety of campaigns: driving sales of specific models, buying online, high APR customers with refi opportunities, service appointments and more."

Having this comprehensive, individualized marketing record within the CRM, instead of a separate marketing tool, facilitates communication and makes work easier for sales and marketing.

Since implementing Automotive Marketing Platform, Justin has seen great improvement in the speed and quality of the sales staff's follow-up on marketing leads.

"Because Automotive Marketing Platform is integrated within our VinSolutions CRM, salespeople and managers can see when a campaign is launched and when a customer responds," Justin said.



"Each member of the sales team has the information they need, which in turn drives accountability within the team."

Eide sales managers can even set up automated prompts for salespeople to ensure follow-through with a specific customer or task. If a customer responds to a specific marketing message, an assigned salesperson is alerted within Connect CRM, ensuring that no customer falls through the cracks and that Eide gets the most from its marketing spend.

And with convenient dashboards and reporting features, Automotive Marketing Platform has given Justin and Eide's sales managers improved insight into campaign performance. It has also allowed the dealership to adjust its marketing quickly and effectively to ensure that the group gets the most out of its marketing spend.

RESULTS

MAXIMIZING RETURN ON INVESTMENT

With automated workflows, personalized insights, seamless CRM integration, and helpful reporting features, Automotive Marketing Platform has allowed Eide Automotive Group to reach out to customers at the best possible moment. The dealership has been able to target customers with the right, personalized message at the right time. And those messages are delivering results.



"Automotive Marketing Platform is **creating opportunities for our sales and service departments.**

"Our customers seem to be **very engaged** with the messages we deliver to them, and it has produced **very positive results.**

"Because our sales team sees the value in these messages, they have gotten much better at collecting customer contact info up front."



"The more we use Automotive Marketing Platform, **the more success we have with it.**

"We have separate processes for different types of leads. Automotive Marketing Platform support those different processes by **delivering the right messages at the right times.**"



"Automotive Marketing Platform helps us **sell more cars.**

"Automotive Marketing Platform **helps us get more value from our CRM data.** By driving customers to our website, we can learn about their vehicle needs. This means the sales team can spend less time in discovery and focus on getting each customer into their preferred vehicle."

Justin Harmon
Marketing Director | Eide Automotive Group

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