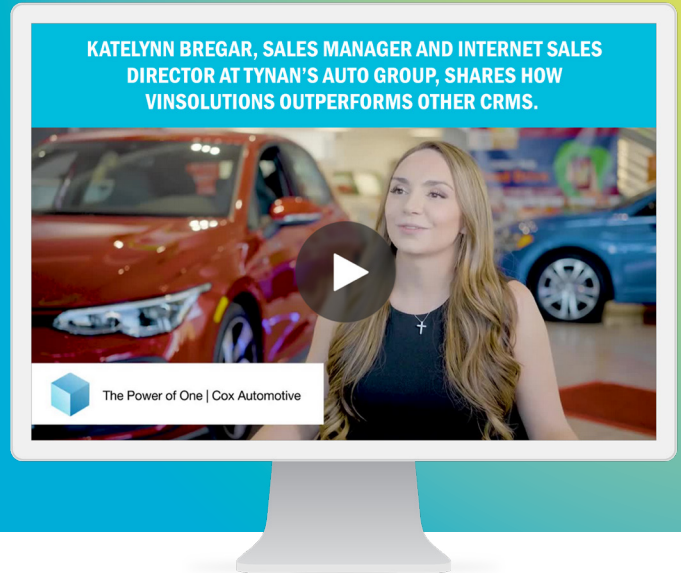


SUCCESS SPOTLIGHT: TYNAN'S AUTO GROUP

TARGETED MULTI-CHANNEL MARKETING BOOSTS VEHICLE SALES AND REPAIR ORDERS



After more than 60 years in business, Tynan's Auto Group had a huge customer database. But they weren't reaching their customers effectively, especially those who preferred to communicate outside of the dealership.

The group implemented VinSolutions CRM and Automotive Marketing Platform to reach the right customers at the right time, with personalized communications based on each customer's needs and budget. The hot leads and targeted service follow-ups delivered by VinSolutions resulted in significant increases in sales and repair orders.

Year-Over-Year Results

After implementing VinSolutions CRM and Automotive Marketing Platform

+36%
Vehicle Sales¹

+50%
Repair Orders¹



Customized Processes

"Let's be real: CRMs do basically the same thing, but what VinSolutions is able to do is customize to the Tynan's way."



Better Leads

"VinSolutions helps our salespeople sell more cars via the automation with the customer base as well as the customized follow-up to be able to tailor the customer to where they're at in the sales funnel."



Multi-Channel Communications

"People do not want to come into the dealership—they want to be emailed or texted or called. VinSolutions offers a diverse and dynamic way of doing that to provide information effectively and efficiently."



Targeted Campaigns

"With VinSolutions' way of identifying where customers are at in their lifecycle, we're able to tailor our marketing to them, whether it's our equity mining tool, our service department, or the different offers that we have going on."



Katelynn Bregar

Sales Manager and Internet Sales Director
Tynan's Auto Group

1. Based on the experiences of one dealership, Tynan's Auto Group, Automotive Marketing Platform data showed a year over year improvement in these key performance indicators when comparing Q4 2022 (Oct. 1–Dec. 31) and Q4 2023 (Oct. 1–Dec. 31).

SUCCESS SPOTLIGHT: TYNAN'S AUTO GROUP

Better Data, Better Leads, Better Results

Before implementing VinSolutions, Tynan's was dealing with serious email deliverability issues. Working closely with the dealership group's VinSolutions marketing account manager Jamie Panton, they cleaned up the lists in their database and developed targeted campaigns to address customers' specific needs.

"We've never really had the ability to have such accurate data until VinSolutions came in with the solution to be able to clean up our database," Bregar said. "In addition to that, VinSolutions enabled us to tailor our campaigns to be able to actually meet the needs of our customers where they are in the sales funnel."

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HELP US HELP OTHERS,
Sally

Join the Tynan's Automotive Team and #MFR04MDFIVE15 Media Network to support the Food Bank of the Rockies this holiday season.

Learn More

Bring in 5 non-perishable food donations to any Tynan's location and receive \$500 off any new or used vehicle's lowest advertised price.

Shop Inventory

Over 200 new Nissans in-stock to shop with leases starting at \$189/month OR 2.9% APR financing

Shop Inventory

VW
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Volkswagen

Customize your new Volkswagen Tiguan!

Thousands of Volkswagen accessory choices. MAKE IT YOURS!

Shop Accessories

Find accessories that move you.

Top-selling accessories

Muddy Buddy Trunk Liner
Monster Mats
Rear Privacy Cover
Bumperillo Bumper Protector

Did You Purchase From Tynan's?

Most of our new and pre-owned vehicles come with our exclusive Lifetime Warranty at no additional charge to you, which means you have powertrain coverage for as long as your own your vehicle!

Reach out today to see if your Nissan Altima qualifies.

Engine Coverage
Transmission/Transfer Case
Drive Axle Coverage
Rental Reimbursement

Learn More

Regular Maintenance Helps:

- Keep your car in good condition
- Increase road safety
- Reduce fuel costs
- Reduce costly repairs in the future
- Reduce depreciation

Campaigns Executed with Automotive Marketing Platform

- Spanish-language customer identification and outreach
- End of lease notices
- Equity-based trade-in offers
- Service reminders and offers
- Abandoned digital retailing follow-ups
- Holiday food drive

The improved targeting led to substantial increases in engagement with marketing messages, while decreasing the number of messages sent. Automated, targeted text and email service notifications increased appointments.

This targeted approach, enabled by intelligent automation in Automotive Marketing Platform, has also empowered the sales team with leads who are ready to buy.

"VinSolutions doesn't inundate the salesperson with a ton of tasks that make it challenging to get through their day," Bregar said. "We want them to come in and find the 'hot list.' We want them to know their customers are ready to buy, and the customers that are in their database are customers that actually want to be reached out to."

Find Out More

Learn more about Tynan's targeted campaigns by reading the [VinSolutions Automotive Marketing Platform Dealer Spotlight](#) blog post.



To see how VinSolutions could drive results for your dealership, request a demo.

Scan the QR code or visit Vinsolutions.com/Choose/Automotive-Marketing-Platform