

SUCCESS SPOTLIGHT: ATLANTIC AUTO GROUP

DRIVING SALES & SERVICE REVENUE AND POSITIVE BRAND SENTIMENT

Retail360



Sandra Dellolio

Internet Director
Atlantic Auto Group

Atlantic Auto Group is a multi-store dealership serving customers across the Northeast. One of their most strategic employees is their Internet Director, Sandra Dellolio, who draws on decades experience in multiple dealership roles.

Here's how Sandra uses Automotive Marketing Platform (AMP) to drive revenue for her sales and service departments with targeted outreach and personalized messaging.



Strategic Campaign Planning

"I use AMP to **build quarterly, theme-based campaigns**—like Breast Cancer Awareness Month or Trunk or Treat events—so our messaging is timely and relevant. It's a **more strategic approach** than just sending out pricing blasts."



Service to Sales Revenue

"We used AMP to offer complimentary oil changes to lapsed service customers. The response was huge—and it helped drive consistent sales month after month."

"With AMP, I can track engagement. **One customer got a service reminder and bought a car four days later.** That's the kind of ROI you can see."



Staying Top-of-Mind

"Most dealers just send sales emails. We use AMP to share community events, holiday messages—even a note from the GM. That's what makes us stand out."

"Our Breakfast with Santa campaign **drove over 250 calls in just 15 minutes.** AMP helped us pack the dealership with families and create real community buzz."



Measurable ROI

"AMP recently helped us **recover 9 customers who hadn't been contacted in months.** They got an AMP message—and bought a car."

"AMP costs less than a local newspaper ad—and delivers way more value. It's a no-brainer."

Driving Sales with AMP

In one year, automated AMP campaigns influenced hundreds of sales at Atlantic Auto Group.

+469
vehicles sold due to
AMP influence¹

90%
were re-engaged by AMP¹

1. Based on the experiences of one dealership, Atlantic Auto Group, Automotive Marketing Platform data showed AMP sales influence on 469 vehicles sales from August 2024–August 2025.

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Diverse Campaigns Deliver Value

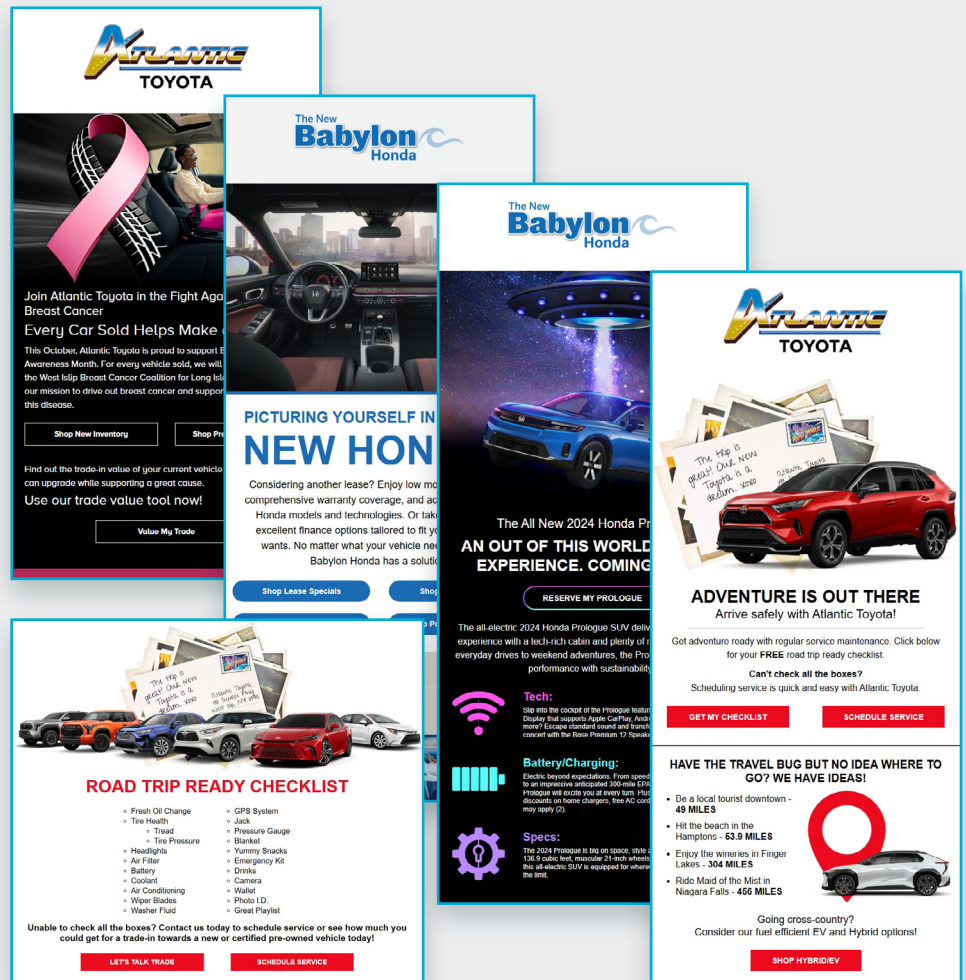
Atlantic Auto Group uses AMP to power a broad spectrum of campaigns—from seasonal promotions and service outreach to equity mining and community engagement. Sandra Dellolio builds quarterly, theme-based campaigns like Breast Cancer Awareness Month and Trunk or Treat, showing customers that her dealership is invested in the community - not just in selling cars.

AMP enables her to execute high-impact service campaigns such as complimentary oil changes for lapsed customers, inspection reminders, and buyback offers.

AMP's automation and segmentation tools allow Sandra to deliver timely, personalized outreach and re-engage customers.

Omnichannel Campaigns: Targeted, Personalized & Creative

- Targeted Buybacks
- Back-to-School
- Breast Cancer Awareness & Donations
- New Model Debut
- End of Lease renewal or purchase
- Sales to Service
- "Road Trip" Service
- Free Inspection reminders
- Auto Show sponsorship
- Breakfast with Santa
- Complimentary oil change



More Success Stories

Learn how other drive revenue with VinSolutions in these [client success stories](#).



See how highly personalized messaging to in-market shoppers can drive revenue for your dealership. Request a demo!

Scan the QR code or visit Vinsolutions.com/Dealership-Software/Automotive-Marketing