

PCGG RESEARCH



Now you can easily target customers in your customer database based on CRM-specific filters, and customize campaigns to meet each customer's unique needs.

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J.D. Power & Associates' research indicates that the growth in new vehicle sales since 2009 is now slowing and expected to plateau in 2017 and 2018¹. Multi-year trends predict a record number of low-mileage used cars in dealer inventory.

In a strong economy, dealers are often distracted; chasing new customers when they should be equally focused on creating consistent and relevant communication that drives and stimulates customer retention.

Customer communications are often fragmented across marketing channels, and they lack the relevancy and personalization that engages consumers. Dealers need the ability to identify high value customers and the specific opportunity they represent; whether their vehicle qualifies for equity buy-back offers, or when a declined service triggers a vehicle upgrade scenario. Relevant messages and offers help increase profits and loyalty, but consistent execution has not been easy, until now.

The good news for VinSolutions customers is that big-data analytical tools are integrated into the Connect CRM to allow one-to-one, relevant, and timely communications. VinSolutions' TargetPro automates Connect CRM data mining tasks; identifying and grouping customers from the DMS into specific campaigns. This allows dealers to send pertinent offers regarding current vehicles.

TargetPro+ can be a real shot-in-the-arm for dealers who need fast, expert, and complete execution of their email campaigns and don't have their own Internet marketing manager or BDC. Or perhaps they just prefer to outsource the email operations. A skilled VinSolutions campaign manager is the + that's added to the TargetPro platform to handle set-up, campaign activities, and reporting.

Dealers need smarter tools that build relationships with proactive messaging and engagement of sales and service customers. TargetPro could provide that perfect fit.



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Rev P1

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Foreword

By Brian Pasch

In 2017, auto dealers should identify one of their greatest goals to be the creation and improvement of a **consistent, brand-building connection with customers**. Using the DMS for robust data and integrating the CRM for task activation is an effective method for outreach. The number of marketing channels dealers have at their disposal for communications has exploded in the last decade.

CRM platforms have limited support to accommodate some of the newer communication channels. Facebook Messenger, Snapchat, and WhatsApp are rarely natively integrated into CRM communication workflows. And each year, new strategies must be implemented to ensure that marketing emails flow past personal and corporate firewalls allowing dealers to communicate efficiently with consumers.

What are the best and most effective methods for customer outreach? Dealers often struggle with this question: Call a customer's home number, use their mobile number, or send an email? Should a dealer invest in a mobile app or will the consumer just delete it after purchase? Equally challenging is ensuring that the right message reaches *and* is read by the consumer at the appropriate time in their purchase and/or service cycle.

Retention Strategies Must Be Personalized to the Individual Customer

To maximize the lifetime value (LTV) of customers in the DMS, dealers need to implement a Proactive Portfolio Management (PPM) strategy. No longer can dealers expect their generic monthly newsletters or *spamcasted* vehicle specials to increase customer retention.

Consumers don't need another recipe emailed to them. If they want a recipe, they Google it specifically. The dealership's customers will appreciate *personalized* communications regarding their current investments (vehicles) with the dealership. Offers need to reflect the customer's current situation such as lease/finance terms and numbers that are applicable to their specific vehicle, warranties that are expiring, or pending service recommendations.

Dealers need to incorporate creativity and personalization in their customer outreach while maximizing use of their on-site data to ensure relevancy.

Dealers should implement a marketing platform which can drill down and ensure that customers receive relevant and timely messages. Dealers and CRM platform developers must continue to be students of how consumers shop, engage, and communicate during the lifecycles of their vehicle ownership. I'm convinced that retention rates will increase if we analyze effectiveness and expand our opportunities to communicate; learning from our past *spamcasting* mistakes, and consistently sending creative, customized, and relevant messages.

Executive Summary

VinSolutions TargetPro is a marketing differentiator because it allows the dealer to immediately send a personalized and targeted offer to any segment of his customer data in the CRM. Utilizing sale/lease date, vehicle model, lender, APR, monthly payment, and/or finance amount, warranty, ROs, mileage, etc., this information is searched daily to determine which customers meet offer criteria for a campaign.

Dealers and desk managers have full control over the definitions and conditions that identify customers, such as those in an equity position. While it is efficient to schedule multiple campaigns targeting hundreds or even thousands of customers, desk managers can also create spontaneous individual offers. They can print out an offer to hand to a customer, perhaps because of a conversation in the Service Lane.

Successful marketing models can be saved and reused as part of an ongoing customer retention program. With limitless data combinations in the dealership's CRM, TargetPro will provide insights about which customer segments have the highest potential to convert into sold units and generate additional revenue. TargetPro provides an actionable data integration into the CRM; much more than just an equity mining tool that sits outside trolling the DMS on command.

A dealer can run multiple campaigns simultaneously, targeting any segment they have set up the criteria for: in-equity, high APR, declined services, recent vehicle purchase who may want accessories, warranty expiration, etc. Since TargetPro facilitates the creation of email offers, dealership sales managers can engage customers with timely, relevant offers which help increase capture rates and improve customer satisfaction.

For dealers who are small or understaffed, or maybe just uninterested in handling the task of setting up customer segments and scheduling email and follow-up phone campaigns, VinSolutions offers TargetPro+. The "+" equates to an expert advocate at VinSolutions who will act of behalf of the dealership identifying high value segments, developing templates, initiating campaigns, and analyzing reports.

*"If a dealer has VinSolutions' CRM, they should do themselves a favor and get TargetPro+.
For the price and results, it's a no-brainer."*

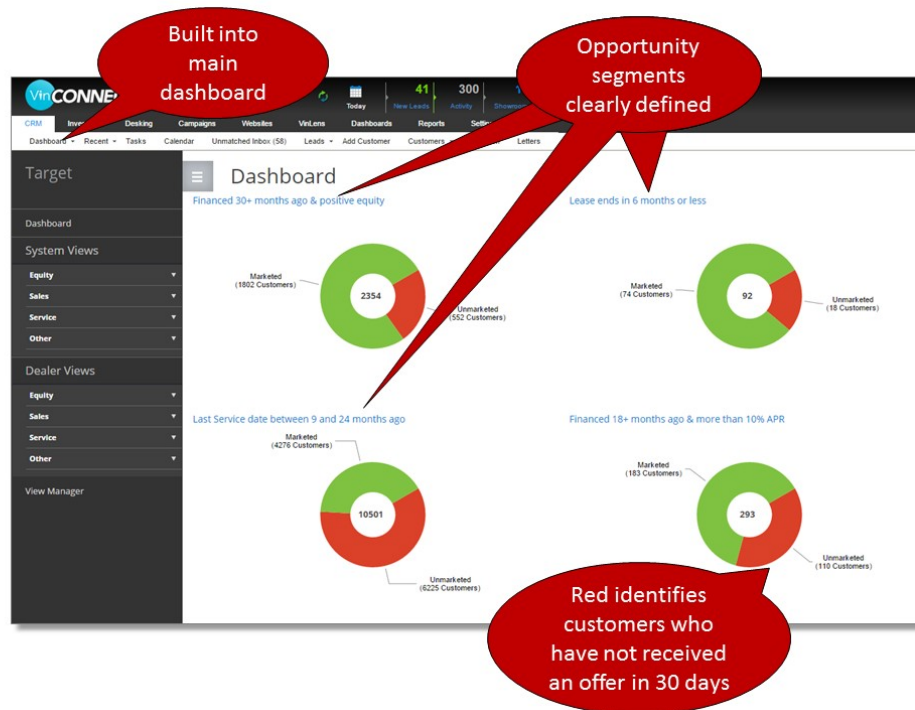
Ryan Sutton, GSM, Chico Nissan-Hyundai, Chico, CA

PCG interviewed dealers, such as Dorschel Automotive Group, who are multi-rooftop and multi-brand with an active BDC. Their e-commerce director is entrenched with TargetPro and his VinSolutions Connect CRM. He is very comfortable (and extremely successful) with developing his own segments, designing templates, launching campaigns, and even designing his own reporting.

A smaller dealership interviewed, Chico Nissan-Hyundai, is on the other end of the spectrum, with no BDC or Internet Manager, but recognizes the power of ongoing targeted email campaigns. Their GSM has chosen TargetPro+ and the opportunity to have a VinSolutions' Campaign Manager run their programs for them. Both dealerships feel they have made the right choice and their interviews are on pages 13 and 14.

CRM Integration

TargetPro integrates with VinSolutions Connect CRM, so dealers do not have to log into a separate software platform to create and/or launch campaigns. When dealers click on the TargetPro menu, a visual list of opportunities, also called segments, are shown.



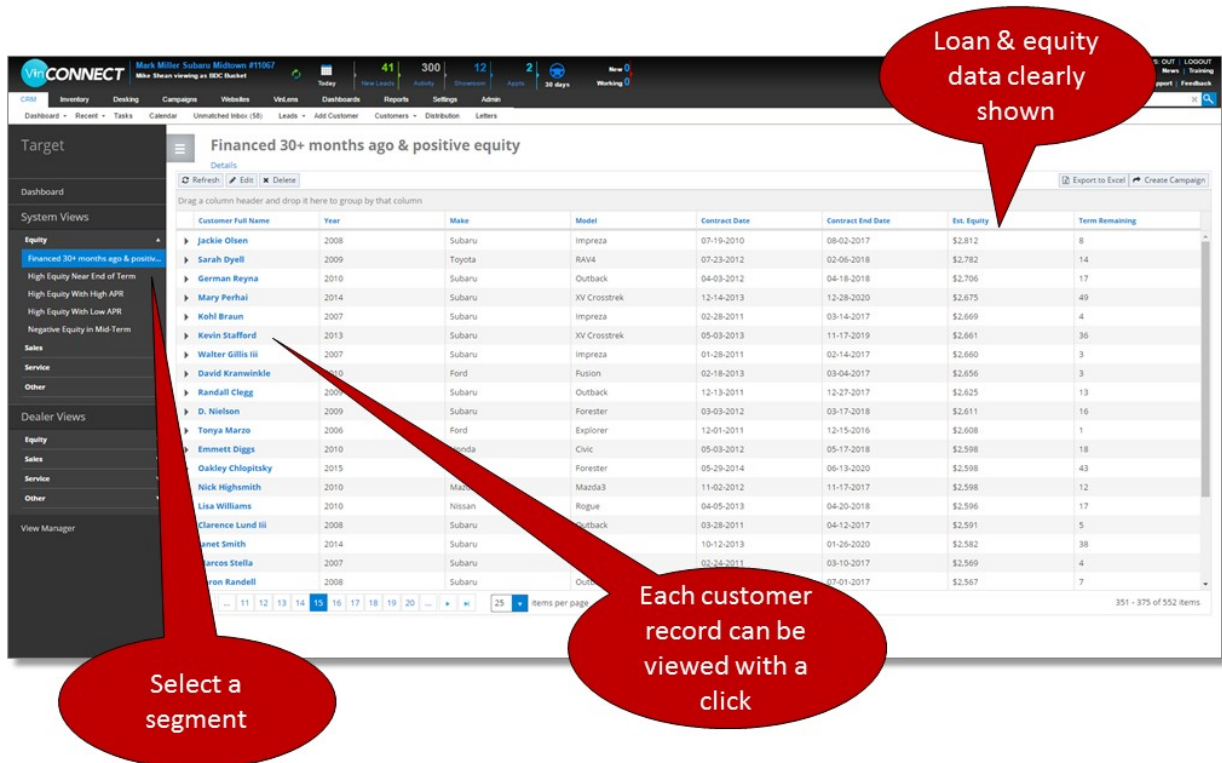
This actual dealer dashboard shows four of his TargetPro segments; a dealer can create any number of segments. Each day, these lists are updated with ‘new’ customers that now meet that segment’s criteria. The four segments shown in this example are:

- Financed 30+ months ago and positive equity
- Lease ends in six months
- Financed 18+ months ago and more than 10% APR
- Last service between 9 and 24 months ago

Each of these segments is analyzed to show customers that have received an offer through TargetPro (in green) and those that have not been marketed to in over 30 days (in red). This tool will help dealers improve customer retention and increase Service Lane appointments, resulting in a steady stream of low-mileage used cars available to be purchased. VinSolutions reports that some of their most successful campaigns include reminding customers they are due for service. Many dealers are cross-pollinating sales offers with service offers, such as a 20% discount off any service.

Reviewing Opportunities

Dealers can quickly inspect a customer list, in any segment they have created, to view the matches with a specific marketing offer. By selecting one of dealer-defined data segments on the left-hand menu, users of TargetPro are presented with an interactive customer list as shown below:



Loan & equity data clearly shown

Customer Full Name	Year	Make	Model	Contract Date	Contract End Date	Est. Equity	Term Remaining
▶ Jackie Olsen	2008	Subaru	Impreza	07-19-2010	08-02-2017	\$2,812	8
▶ Sarah Dyell	2009	Toyota	RAV4	07-23-2012	02-06-2018	\$2,782	14
▶ German Reyna	2010	Subaru	Outback	04-03-2012	04-18-2018	\$2,706	17
▶ Mary Perhai	2014	Subaru	XV Crosstrek	12-14-2013	12-28-2020	\$2,675	49
▶ Kohl Braun	2007	Subaru	Impreza	02-28-2011	03-14-2017	\$2,669	4
▶ Kevin Stafford	2013	Subaru	XV Crosstrek	05-03-2013	11-17-2019	\$2,661	36
▶ Walter Gillis iii	2007	Subaru	Impreza	01-28-2011	02-14-2017	\$2,660	3
▶ David Kramnikle	2010	Ford	Fusion	02-18-2013	03-04-2017	\$2,656	3
▶ Randall Clegg	2005	Subaru	Outback	12-13-2011	12-27-2017	\$2,625	13
▶ D. Nielson	2009	Subaru	Forester	03-03-2012	03-17-2018	\$2,611	16
▶ Tonya Marzo	2006	Ford	Explorer	12-01-2011	12-15-2016	\$2,608	1
▶ Emmett Diggs	2010	Chic	Civic	05-03-2012	05-17-2018	\$2,598	18
▶ Dakley Chlopitsky	2015	Forester	Forester	05-29-2014	06-13-2020	\$2,598	43
▶ Nick Highsmith	2010	Mazda	Mazda3	11-02-2012	11-17-2017	\$2,598	12
▶ Lisa Williams	2010	Nissan	Rogue	04-05-2013	04-20-2018	\$2,596	17
▶ Clarence Lund III	2008	Subaru	Outback	03-28-2011	04-12-2017	\$2,591	5
▶ Janet Smith	2014	Subaru	Outback	10-12-2013	01-26-2020	\$2,582	38
▶ Marcos Stella	2007	Subaru	Outback	03-10-2017	03-10-2017	\$2,569	4
▶ Ron Randall	2008	Subaru	Outback	07-01-2017	07-01-2017	\$2,567	7

Select a segment

Each customer record can be viewed with a click

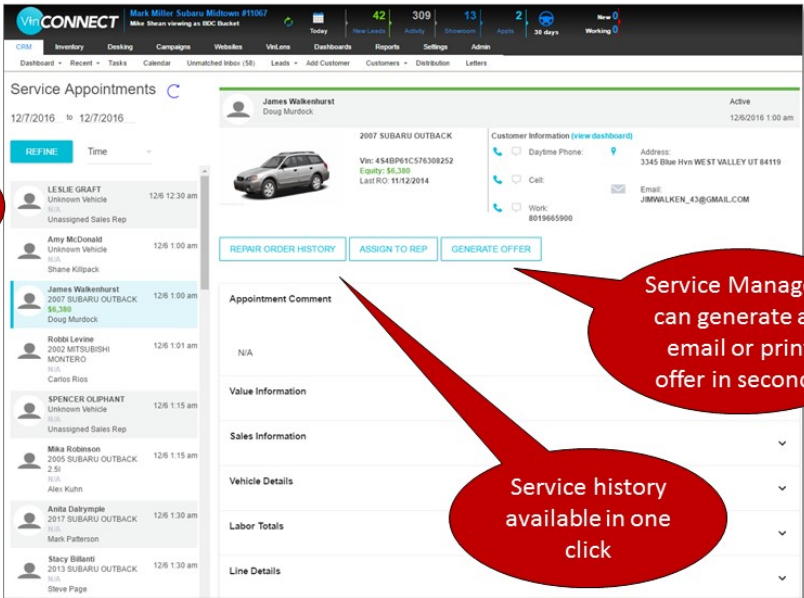
Dealers can click on any customer name, bring up their detailed customer record to review equity details, and can quickly launch a deal template that was created and saved by a sales manager. The customer's lease/finance data and current equity estimate are clearly shown which enables identification of immediate and specific marketing opportunities for the dealer.

Managers looking for used vehicles that are in high demand, or that have been requested by a local shopper, can turn to TargetPro to locate the vehicles they need. This is a great way to make an existing customer happy with an unexpected equity offer.

Rule-based marketing campaigns are easily implemented by dealers so they do not have to send offers to customers one at a time. A dealer can generate an offer and schedule its delivery to the segment. However, there are many times that an individualized, on-the-spot offer might be appropriate and financially effective. Diverse choices exist to help dealers build retention strategies and increase service revenue.

TargetPro Empowers Your Service Drive

The greatest opportunity for dealers to increase customer retention and grow profits is through the Service Lane. Each month, the average franchise dealer in the United States sees five times more cars for service than the number of cars he sells. Transforming the Service Lane into a highly profitable sales channel is not only feasible but has been ‘financially confirmed’ by dozens of case studies conducted by VinSolutions. TargetPro case study data for two dealerships, one using TargetPro and one using TargetPro+, will be discussed later in this report.



The screenshot shows the VinCONNECT Service Appointments interface. A list of appointments is displayed on the left, with the appointment for James Walkenurst highlighted in green. A callout bubble points to this appointment, stating: "Customers in equity shown in green".

The main view shows details for James Walkenurst's appointment for a 2007 SUBARU OUTBACK. A callout bubble points to the "REPAIR ORDER HISTORY", "ASSIGN TO REP", and "GENERATE OFFER" buttons, stating: "Service Managers can generate an email or print offer in seconds".

Another callout bubble points to the "REPAIR ORDER HISTORY" button, stating: "Service history available in one click".

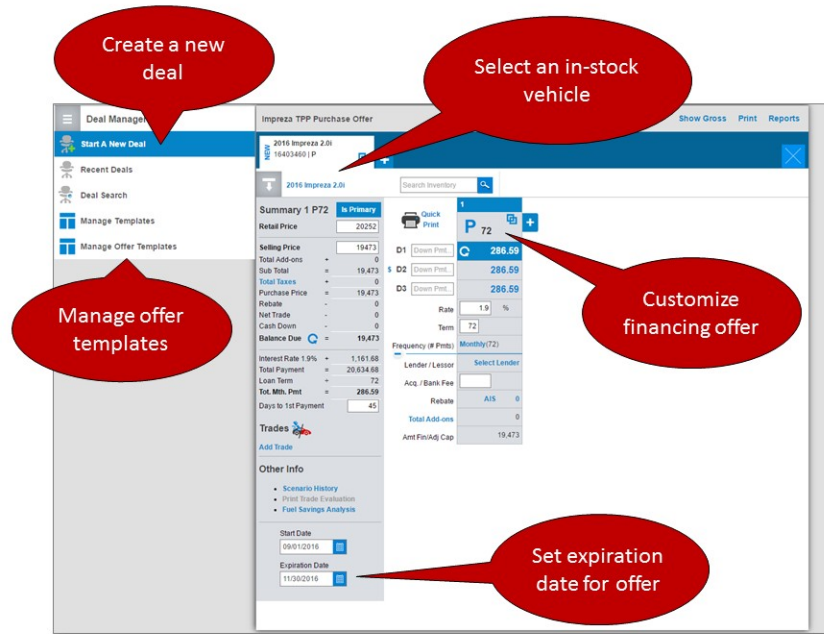
TargetPro allows Service Managers to create and launch marketing campaigns based on service reminders, declined repair orders (ROs), warranty expiration, and driving patterns that are exceeding the customer's lease program. By creating relevant messages, service opportunities increase and so do monthly ROs.

Service Managers who are reviewing upcoming service appointments can now quickly identify customers who are in equity. In the example above, James W. has \$6,380 in equity and has not serviced his car at the dealership in over two years. Now that the customer has made a service appointment, an in-equity offer can be emailed for his review prior to his arrival, or printed out and handed to him in the Service Lane.

Since offers that are generated become a part of the customer history file, an offer generated by a Service Manager can be seen by the New Car Sales Manager and the Sales Professional assigned to the customer. The ability to have a unified record for all customer communications enables TargetPro dealers to avoid miscommunications or fragmented messages that non-integrated equity mining solutions can create.

TargetPro Offer Templates

Desk Managers can create and save offer templates for the dealership's many different marketing segments. Creating and managing templates could not be easier, as TargetPro uses the same desking strategies used in VinSolutions Connect CRM. Here is an example of how a manager would create a deal:



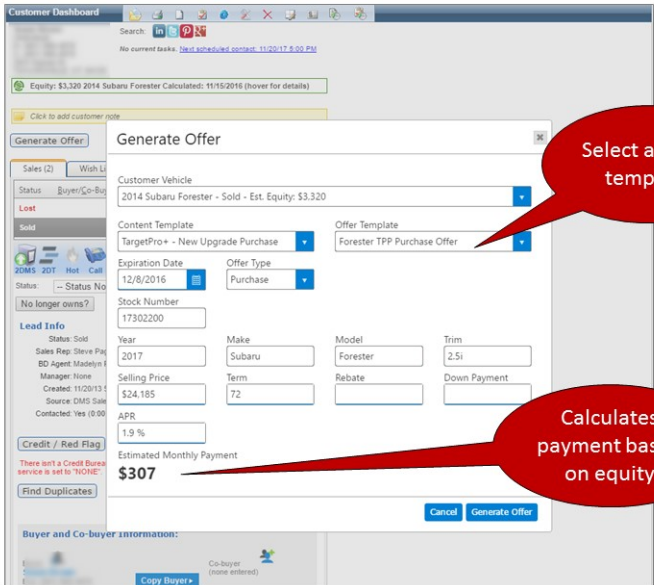
Each deal is 'named' for easy recall, editing, and/or reuse. Managers can set expiration dates for deals to match the expiration of OEM incentives. Managers could pick an in-stock vehicle and create a deal based on current lease/finance programs from dealership lenders. Deal terms, APR, down payment, bank fees, etc. can all be configured and saved with the deal template. The customized data in each TargetPro offer template is displayed prominently in the email to customers. Each offer that is delivered is saved in the customer's history file.

Once a template has been created, it can be used when sending marketing campaigns to entire segments or when a sales professional or manager views a customer record and wants to email an offer. As you will see on the following page, TargetPro offer templates are integrated into the Connect CRM customer record interface. This integration allows dealers to empower their sales managers *and sales professionals* to be proactive when they see an opportunity in their customer portfolio that has not been acted upon.

TargetPro empowers the entire sales and service teams to be part of the retention strategy with one-click marketing offers that are pre-approved and compliant with OEM marketing guidelines.

Generating TargetPro Offers Within Customer Records

Every day, sales professionals and managers are reviewing detailed customer records in their CRM. TargetPro segments are integrated into the customer record so that, with a few clicks, any customer can be emailed or printed a personalized offer.



Generate offer button

Select a saved template

Calculates payment based on equity

When a sales professional receives an alert that one of their customers qualifies for a deal, they can click on the “Generate Offer” button on the customer record and an offer box will appear, as shown above. The Generate Offer form allows the sales professional or manager to select one of the saved offer templates that applies to this customer.

Enabling the dealership’s sales and service teams to participate in retention marketing campaigns increases the likelihood that a dealer will see a sustained effort in customer outreach. Because TargetPro is integrated with the CRM, tasks can be created for a team member to follow up the emails with a phone call.

“For large campaigns, if we see that the customer has opened the email, we immediately do phone follow-ups. For smaller campaigns, we use the ‘phone task’ option on TargetPro and call the customer the day after the email is sent.”

David Greenly, e-commerce director, Dorschel Automotive Group, Rochester, NY

Offer Email Templates

Dealers are finally realizing that email offers should be simple and straight to the point. With over 60% of consumers reading emails from franchise dealerships on their smartphones, email templates must be responsive and scaled to engage on a mobile device. A clear Call-To-Action (CTA) message must be to call the dealership, since consumers on mobile devices call more often than they fill out lead forms on a website.



Dealership branding

New vehicle being offered plus photo

Existing customer's vehicle and equity

Personalized CTA & call tracking number

Offer details & disclosures


 WE'RE HERE FOR YOU!
 ChicoNissanHyundai.com



2017 Hyundai Elantra
Stock # B4510

Hi Judith!

I wanted to speak with you about the offer we have for you on the new **2017 Hyundai Elantra**.
Now's the perfect time to upgrade your ride using the estimated equity in your **2015 Hyundai Elantra** of **(\$1,501.00)** for a payment as low as **\$285** per month.

The vehicle upgrade process is easy and quick, so please contact me and I'll get a test drive scheduled for you.

Sincerely,
Adrin Sowles
888-430-0068

Lifetime Powertrain Warranty for Every New Vehicle Sold!

*Plus tax, title, processing fees and license. With approved credit. Offer includes \$3,200.00 rebate. Price based on 3.9% APR for 72 months and \$0.00 down payment. Vehicle photos are for representational purposes only. Your true payment may vary depending on the lender's repayment rates, compound interest policy, interest rate changes, and other loan policy. Must qualify for all applicable rebates. Your estimated equity is only an estimate and will vary on current market condition and miles. See dealer for complete details.

Offer Expires on 2/28/2017

575 Manzanita Ave
Chico, CA 95926 866-506-1671

In the example above, a Chico Nissan-Hyundai customer in a TargetPro campaign is offered a new 2017 Hyundai Elantra for their existing 2015 Hyundai Elantra at a monthly payment as low as \$285. The customer's equity, \$1,501, has already been estimated for their convenience.

The email scales perfectly on a smartphone and we like that the CTA is to call, offering a personalized contact name for the sales person, and *not* to click on a link to visit the dealer's website. If the customer clicks on the hyperlink for the 2017 Hyundai Elantra, they will be taken to the Vehicle Detail Page (VDP). All email traffic generated by TargetPro is identifiable in Google Analytics since email hyperlinks use UTM tags.

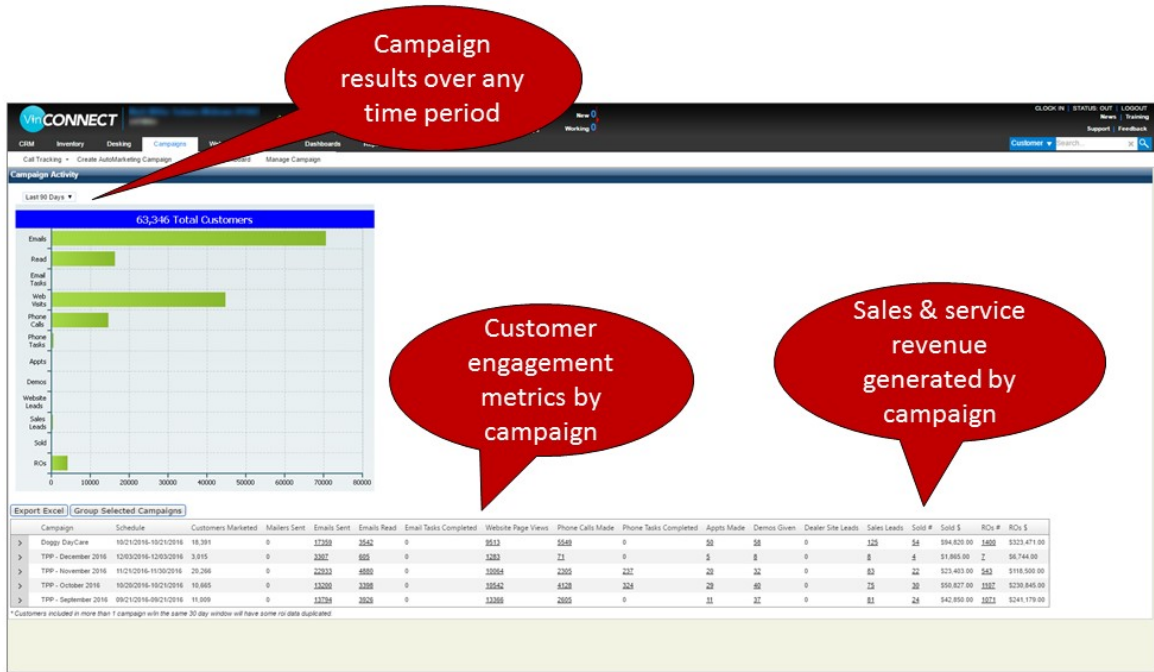
"The ability to customize the offer makes TargetPro really effective.

I think I have created over 100 different email templates and phone guides."

David Greenly, e-commerce director, Dorschel Automotive Group, Rochester, NY

Unified ROI Campaign Dashboard

Dealers run their business by the numbers and TargetPro clearly documents their Return on Investment (ROI) for each campaign. In the ROI dashboard shown below, dealers can select a date range and see the engagement and financial results from each campaign.



Each campaign listed in the bottom portion of the dashboard has hyperlinks to the sales and service records associated with the campaign. Let's look at the results for one of the campaigns listed above:

A campaign that ran in October 2016 generated 17,359 email messages to existing customers with 3,542, 20% of customers, opening the email. Customers clicked on links in the email which generated 9,514 website page views. The dealership also made 5,549 follow-up phone calls to customers in the campaign.

The marketing efforts generated 125 sales leads, and 54 vehicles were sold for a gross profit of \$94,820. The campaign also generated 1,400 ROs totaling \$323,471. With these documented results, it does not take long to see which offers and sales processes are generating the most gross profits and revenue.

*"It's by far the best ROI product I have. It outperforms the others 10-fold.
It's the best money I have spent in my 20 years in the auto industry."
Ryan Sutton, GSM, Chico Nissan-Hyundai, Chico, CA*

Campaign ROI from the Dealers Interviewed

Bottom-line, TargetPro has delivered tangible results and ongoing successes as illustrated here.

Dorschel Automotive Group, Rochester, NY

Campaigns in October 2016

Open Rate: 33% on 3326 Sent
 Website Views: 4,648
 Sales Leads: 39
 Sold: 8
 Sold \$: \$9,242.
 ROs: 185
 RO Revenue: \$72,552.

A 33% open rate

Campaigns in November 2016

Open Rate: 31.2% on 20,166 Sent
 Website Views: 16,001
 Sales Leads: 207
 Sold: 98
 Sold \$: \$94,034.
 ROs: 812
 RO Revenue: \$220,768.

47% of their leads resulted in a sale

\$220,768 generated with service campaigns

Chico Nissan-Hyundai, Chico, CA

Campaigns in December 2016

Open Rate: 21% on 9,278 Sent
 Website Views: 6,040
 Sales Leads: 90
 Sold: 30
 Sold \$: \$60,319.
 ROs: 438
 RO Revenue: \$70,748.

33% conversion: sales leads to sold vehicles

Campaigns in January 2017

Open Rate: 23% on 3,745 Sent
 Website Views: 4,234
 Sales Leads: 38
 Sold: 7
 Sold \$: \$12,905.
 ROs: 265
 RO Revenue: \$40,027.

4,234 website views with 3,745 mailers sent

"We run 12-30 campaigns per month for all our nine franchises and storefronts. Our open rates are 30-40% and our opt-out rate is less than half of 1%."

David Greenly, e-commerce Director, Dorschel Automotive Group, Rochester, NY

"We give our templates a very personal touch – that's why we get a high response. We do 6, 8, or 10 templates per campaign. We specifically target 250 customers and get much better results than sending out a campaign to 5000 customers."

Ryan Sutton, GSM, Chico Nissan-Hyundai, Chico, CA

Dealer Interviews for TargetPro and TargetPro+

David Greenly, e-commerce Director at Dorschel Automotive Group, Rochester, NY.

What prompted you to change to TargetPro? The goal was to lower costs and raise my ROI. I wanted the ability to customize my campaigns, and I wanted to use ALL dealer data, not just the data in the DMS. DMS data is so limiting. Having a Campaign Generator (TargetPro) that lives in the CRM makes the CRM much more powerful and quantitative. We have three CRMs and 12 stores and we are using TargetPro in them all.

Has TargetPro met or exceeded your expectations? Exceeded. I believe to maximize opportunity, it takes a dealership employee who understands all the ins and outs of Variable Ops and Fixed Ops and the roles that BDC, Sales Consultants, and Service Advisors play in the customer life cycle. The CRM allows auto-processes to engage the right customer with the right employee at the right time. TargetPro allows for additional customer engagement for Lease Pull Aheads, Buybacks, Service Drive Conquests, and on and on and on.

What are the features of TargetPro that you feel are real differentiators? The ability to customize the offer makes TargetPro very effective. I think I have created over 100 different email templates and phone guides. Customization is the key word here because I also like being able to customize tasks as well as the parameters I use to pull data.

How many campaigns do you run simultaneously? We run 12-30 campaigns per month for all our nine franchises and storefronts. Our open rates are 30-40% and our opt-out rate is less than half of 1%. For large campaigns, if we see that the customer has opened the email, we immediately do phone follow-ups. For smaller campaigns, we use the 'phone task' option on TargetPro and call the customer the day after the email is sent. Our campaign mix is 50% new, 20% used, and 30% is service, parts, and accessories.

In your experience, what Sales Campaigns work the best? Minimal copy is best to get by the spam filters. However, the more customer-specific and creative you can be, the better. "I see you have a 2014 Camry at 8% APR and I can put you in a 2017 Camry for \$XXX." Our emails also have a picture of the vehicle the customer *could* be driving if they upgraded. I do like to identify customers who have a high APR and offer to lower their payments. Bottom-line, we provide a click-through so that the customer can see all the Camrys we have and choose whichever package makes them happy.

How about Service Campaigns? I know all the vehicles coming into the service drive and, based on that information, we email the customer an offer to purchase their car prior to their arrival. But a key to our success is assigning a sales person to interact with the customer when they arrive. I see myself as working with two decks of cards and it's my job to shuffle them together. I like to do a Tier Pricing offer. For example, a \$100 purchase may get \$20 off. The offer always has a 'click here to schedule appointment' on the email.

You mentioned that you have templates that focus on selling accessories. Depending on the brand, it is a good market for us. For example, the MINI customers can't get enough product. We will run a campaign a short amount of time after the purchase to ask about accessories, such as mud flaps. VW customers are big

into brand also. It's easy to eliminate customers who have already made those purchases so they are not getting inappropriate communication.

Ryan Sutton, General Sales Manager at Chico Nissan-Hyundai, Chico, CA.

You chose TargetPro+ which provides a dedicated campaign manager. What influenced that decision? I don't have a dedicated internet department or internet manager. No BDC. None of that stuff. If there's a lull in sales, the first call I make is to Andre; he is on the ball. For the price and results, it's a no brainer. It's the best money I have spent in my 20 years in the auto industry. If a dealer has VinSolutions' CRM, they should do themselves a favor and get TargetPro+.

What problems were you having with your previous communications provider? I would get 'dead leads.' My customers were being bombarded by offers from us and it caused a customer satisfaction problem. Sometimes the offers we sent were not applicable to the recipient and it made people mad. We had no control over the message or the frequency. It was a shotgun approach and it came with a big price tag.

What has changed now that you have TargetPro+? I was chomping at the bit for VinSolutions to get an equity mining tool that integrated with their CRM. The price enticed me, and once I started getting results, I was hooked. Now we can select any specific parameters of customers that we want. We found that if you take a laser-focused approach to the campaign, you get huge results. We specifically target 250 customers and get much better results than sending out a campaign to 5000 customers.

What are the most effective sales campaigns for you? We have pin-pointed, smaller campaigns within a complete campaign because the templates are broken down by model – 'You could be driving this Altima' or 'You could be driving this Pathfinder.' Each template is customized with the new car, a cheaper payment, and a branded lifetime warranty graphic. We give our templates a very personal touch – that's why we get a high response. We do 6, 8, or 10 templates per campaign. Andre, my campaign manager at VinSolutions, makes it rock. It's by far the best ROI product I have. It outperforms the others 10-fold. We focus on new car sales.

Is TargetPro+ a useful tool to get new vehicles to your Service Lane? Our service department loves it and the ROs it generates are huge. Dealers are big into customer retention now and TargetPro provides an effective avenue to get these 'lost souls' back into the store. The service offers I send are varied: oil changes, alignments, multi-point inspections. The goal is to get customers who we haven't seen in awhile back into the store and to keep the service lane booked.

Are you satisfied with the TargetPro+ reporting and VinSolutions' support? My account rep and I review details of the previous month's campaigns. Andre sends me an email that shows the templates and how each one performed. The beauty of this is that the reporting is completely transparent. I live by the KISS philosophy. I am a car guy, not a computer programmer, and I want it simple, straightforward, and no BS. Andre lays it out for me each month so I can see sales leads, my gross, ROs, dollars generated, etc. There are lots of products on the market and what really separates the good from the bad is the level of support. My account rep is always available to me and ready to work his magic, and that's a real differentiator.

Summary

VinSolutions identified a goal of marrying their Connect CRM to a DMS by way of a highly intuitive and efficient Campaign Manager – TargetPro. By doing this, they have satisfied a great number of VinSolutions' customers who were clamoring for just such a product. After talking at length with these dealers, they are pleased with both the cost and the financial lift they experienced because of implementing TargetPro and TargetPro+. In the case of TargetPro+, which includes the services of a Campaign Manager, dealers recognized the high level of support and ready availability of account personnel as an additional value-added differentiator as. As in all industries, responsiveness is a key business indicator of a successful product.

Another aspect that PCG appreciates is the short- and long-term vision that VinSolutions has for their TargetPro product. In just the last few months, TargetPro has added UTM tags to facilitate conversion metrics. On their radar, they also have plans to enhance their underlying intelligence as well as the incorporation of soft credit pulls to determine a customer's credit worthiness.

PCG is always a proponent of data-supported results. Based on what dealers have been experiencing, TargetPro appears to deliver what most dealers would consider 'above normal returns,' in both the utilization of TargetPro and TargetPro+. Dealers are experiencing 20%-40% open rates, 30%-47% sales conversion ratios, as well as significant increases in ROs generated by TargetPro email campaigns. In these cases, the platform obviously pays for itself several times over in a short amount of time.

As I mentioned at the beginning of this Research Paper, customer retention is paramount in 2017 and beyond. I believe that TargetPro provides a platform that is robust in data access, easy and quick-to-use, and accomplishes the consistent customer outreach that I feel will be vital for the financial health of dealerships.

Bottom-line, dealerships need a highly-targeted approach to customer communications that fulfills financial goals and keeps their brand front and center so that they are the vendor of choice for vehicle sales, service, and parts/accessories. In our estimation, dealers, especially those who utilize VinSolutions' Connect CRM, should demo TargetPro to understand the additional revenue and brand visibility it could generate for their operation.

References

¹ J.D. Power & Associates - 2017 Automotive Media & Marketing Report Winter - <http://bit.ly/2kJrb01>

About PCG Research



Brian Pasch, founder of PCG Companies, formed PCG Research to provide comprehensive product research for the automotive community. Brian has been actively involved with automotive franchise dealers since 2005.

Brian has authored four bestselling books for the automotive industry: “Swimming with Digital Sharks,” “Mastering Automotive Digital Marketing,” “Selling Cars in a Digital Age,” and “Unfair Advantage.” Also available in electronic format, Brian’s books are being used at **Northwood University** to educate the next generation of automotive professionals.

Brian is now pioneering a new style of online education for the automotive industry. Details on the PCG strategy and their library of online workshops can be found by visiting www.pcgtraining.com.

Brian is an active conference speaker, 20 Group presenter, and coach to both dealers and members of the vendor community. He has presented workshops at NADA, Digital Dealer, DrivingSales Executive Summit, Kain Automotive Workshops, Innovative Dealer Summit, Automotive Boot Camp, AutoCon, VinWorx, TrueCar Dealer Summits, and the Digital Marketing Strategies Conference. Brian is Google Analytics certified and PCG is a Google Partner company.

Brian has led PCG’s expansion into international markets where his training curriculum is being utilized by dealer groups and manufacturers as part of a change management process.

PCG is also the driving force behind the automotive industry’s most respected annual awards for marketing technology, the [AWA Awards](#). Each year Brian and the PCG team conduct in-depth product reviews to assist dealers in choosing the best technology for their business operations.

Upcoming Speaking Events

Brian Pasch and Glenn Pasch will be conducting workshops at the upcoming automotive conferences:

- [Digital Dealer Conference](#): April 11-13, 2017 - Tampa
- [Digital Marketing Strategies Conference](#): May 21-23, 2017- Napa Valley **(limited to 100 dealers)**
- [2017 Automotive Engagement Conference](#):
 - o Detroit - April 6, Tysons Corner - April 20, Dallas - April 25, Teaneck, NJ - May 9, Los Angeles - May 11, Chicago - June 1

PCG executives are available for dealer group meetings, 20 Group training events, or automotive conferences. For information regarding this report or to book a speaking engagement, contact Brian Pasch at 732-450-8200.