



# AUTOMOTIVE ADVERTISING STRATEGY PLAYBOOK

2025

DRIVEN BY RESULTS

| **stream**  
companies

# AUTOMOTIVE ADVERTISING STRATEGY PLAYBOOK

2025

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# INTRODUCTION

## **WELCOME TO THE 2025 AUTOMOTIVE ADVERTISING STRATEGY PLAYBOOK BY STREAM COMPANIES**

*This playbook is filled with automotive strategy and media tactics to help dealerships navigate the ever-changing Sales and Fixed Ops landscapes. Our team of experts have collected top-performing strategies to help increase traffic for new cars, used cars, EV, trade-in/acquisition, leasing opportunities, and fixed ops. Check out the tech and AI updates and discover how artificial intelligence is being utilized in the automotive industry. Don't forget about targeting first-party audiences using fullthrottle.ai™ technology! This playbook guides you on how to find opportunities using fullthrottle.ai™ to target your unidentified website shoppers OR conquest new opportunities in your DMS. Thank you for your time. Let us know if you have any questions!*

*Sincerely,*

Stream Companies

# NADA PRU OVERVIEW

## UNITS SOLD

|                   |  |
|-------------------|--|
| New:              |  |
| Used:             |  |
| Total Units Sold: |  |

## AD BUDGET

|                                                            |    |
|------------------------------------------------------------|----|
| Digital Advertising:                                       | \$ |
| Traditional Advertising:                                   | \$ |
| Third Parties:                                             | \$ |
| Chat Tool:                                                 | \$ |
| Print:                                                     | \$ |
| Community:                                                 | \$ |
| Total Ad Cost: \$                                          |    |
| PRU: \$<br><small>Total Ad Cost ÷ Total Units Sold</small> |    |



# SALES

## NEW CARS

### Promoting New Cars

What should dealers do to combat rising interest rates, aging new inventory, and fewer qualified buyers in the market? It's time to create a full-funnel marketing approach and focus on everything but price! Highlight the best parts of your dealership—customer satisfaction, dealership awards, community partnerships, inventory selection, white-glove experience, home delivery, trade assistance, down payment assistance, credit assistance, and service/maintenance offers!

- **SEO:** Keep your website updated with fresh content specific to your dealership location.
  - Update website with new model release details.
  - Create model-specific landing pages for popular models and new releases.
  - Ensure all inventory is listed on the website (and merchandised).
  - Create a New Specials page.
    - Direct traffic to page via Paid Search, Social, Display, or Google Business Profile.
- **Paid Search:** Add VLA campaign for new models; expand geo-targeting beyond PMA to conquest shoppers beyond the dealership backyard.
- **Social:** Dynamic inventory ads will showcase new models to in-market auto shoppers.
- **Connected:** Add CTV, Connected Radio, or Online Video to increase dealer/inventory awareness.
- **Retargeting:** Review retargeting budget for the last 90 days of website traffic.
  - Update budget to accommodate increase in shoppers.
  - Use Geo-Addressable strategy to complement retargeting message to reach shoppers from the dealer website who have not yet converted; target on all household devices.
- **Website Pop-up or NitroLeads:** Add pop-up coupon on website (strategically to VDPs)
- **ShopperSuite/fullthrottle.ai™:** Marketing campaigns by model; target non-converting website shoppers or existing customer database.
- **TMI:** Omnichannel campaigns conquering for opportunities with ability to match back for sales.

### Next Steps: Finding Qualified Shoppers

A dealer's best source for converting in-market shoppers is their own website and existing database. Utilize the DMS to tap into existing customers for upgrade or trade-in opportunities and monitor service appointments for trades.

Dealers can also use first-party data from ShopperSuite to target current website shoppers who have not converted yet, staying in front of them throughout their shopping journey and inviting them back to the website to view more inventory.

### **First-Party Data**

Activate marketing channels that will drive more in-market traffic to your website. The goal is to get as many shoppers to your digital showroom as possible - expanding your audience and targeting capabilities:

- Email
- Display
- Connected TV, Online Video, Radio
- Geo-Addressable tactics (Connected TV, Online Video)
- Social
- DMS

### **Conquest New Audiences**

Target new shoppers by competitor brand; focus on competitive brands in trade zone/PMA. Find dominant brands in PMA on a recent pump-in/pump-out report. Conquesting further up the funnel (think customers who are in the research section of their journey) will promote long-term opportunities so don't ignore this step.

## **Key Takeaways...**

- Diversify Marketing Approach: Shift focus from price-centric marketing to highlighting dealership strengths like customer satisfaction, community partnerships, and service offers.
- Embrace full-funnel strategy: Implement a comprehensive marketing approach across various channels to address challenges like rising interest rates, aging inventory, and fewer qualified buyers.
- Leverage Digital Tools: Update websites with fresh content, create model-specific landing pages, and utilize paid search, social, display, and connected platforms to drive traffic and increase visibility.
- Utilize First-Party Data: Tap into existing DMS systems and first-party data to target current website shoppers and potential new audiences effectively.
- Target Competitor Audiences: Expand outreach by targeting competitor brands and focusing on conquering strategies to capture a wider market share and promote long-term opportunities.

# NOTES

[illegible]



# USED CARS

Depending on the dealer location and market conditions, used inventory may be difficult to find. Wholesale and retail used car values are also starting to decrease, and grosses may also be compromised in order to offset the drop in used car market values, causing some dealers concern about race-to-the-bottom pricing (again).

## What Can Dealers Do Now?

- Focus on promoting/growing fixed ops (and customer retention)
- Focus on used acquisition strategy
  - Email: Conquest database and in-market shoppers
  - Service Drive: Sales team can monitor Service Appointments for trade-in opportunities
  - Paid Search & Social: Add a trade-in campaign and direct traffic to Trade tool
  - Website: Verify trade page is easy to navigate; trade-tool working, leads flowing to CRM
  - Dealer staff: Review team trade-in process, ensure smooth experience for customers

## Revisit Your Strategy and Messaging

As consumers spend more time in the buying cycle, it offers a moment for dealers to rethink their overall strategy when it comes to attracting and retaining customers. Now is the perfect time for dealers to strengthen their "Why Buy" message (to stand out among competitors) and stay consistent with ad spend. It's also time to consider Geo-Addressable video (CTV) to meet shoppers where they're consuming media.

## As Consumer Spending Power Decreases, Focus On Your Message And Awareness:

- Dealers need strong USPs/Why Buy messaging to stand out and acquire new customers (as well as retain existing customers!)
- Stay in front of shoppers for awareness with branding and value
  - Use first-party data solutions to retarget to website visitors
    - Increase lead quality by retargeting shoppers who've already interacted with your digital showroom. Invite them back to shop and reach out to your team.
- Focus on consumer experience and loyalty programs (Service Department)

## Show More Value To Shoppers (Besides Bottom Price):

- Educate shoppers on the value you can offer them and highlight the benefits of your store/loyalty program
  - Value examples: white-glove experience/delivery, buy online, lifetime oil changes, mobile on-site service, community partnerships, no commission sales, employee pricing, home of the <fill in blank>

- Opportunity to review/realign store process (lead handling, merchandising, store culture)
- Review the “energy” of your physical and virtual showroom—is it a gloomy place or do you stand out as a store where a customer would enjoy transacting?

## Key Takeaways...

To fight used vehicle headwinds, prioritize fixed ops and customer retention efforts, strengthen Used Car acquisition strategy, and utilize targeted marketing tactics. In each of these emphasize your “Why Buy” message so you stand out from the competition. Offer value beyond pricing, focus on customer experience, and streamline store processes.

## LEASE ACQUISITION OR UPGRADE OPPORTUNITIES

Review your DMS or the fullthrottle.ai™ dashboard for current customer lease, acquisition, or upgrade opportunities. Tap into your customer database to find lease upgrades and sales opportunities.

### Lease Upgrade Opportunities

Review customer opportunities for lease upgrades in fullthrottle.ai™ and activate marketing tactics to reach people whose leases are ending within six months.

| Type                                                                                                 | Opportunities            | Vehicle Statement Delivered | Total Media Activations  | Total Shopping Customers | Sales     |
|------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|-----------|
| <br>Lease Upgrade | 121<br>Customer Vehicles | 29<br>Customer Vehicles     | 121<br>Customer Vehicles | 11<br>Customer Vehicles  | 0<br>Sold |

**Lease Upgrade:** Lease customers who have a lease ending soon (typically 6 months or less).

### Lease Overage Opportunities

Review opportunities in fullthrottle.ai™ of lease customers with 12 or fewer remaining payments who are expected to go over their allowed mileage before lease end.

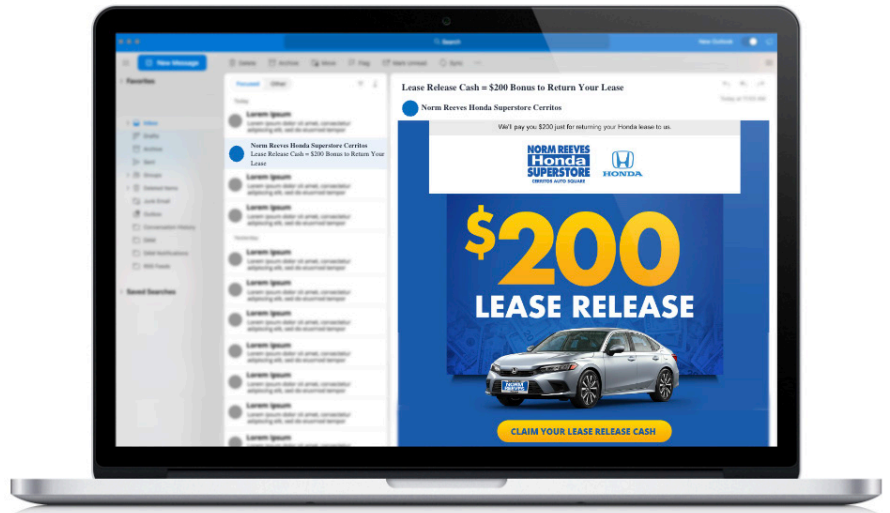
| Type                                                                                                 | Opportunities            | Vehicle Statement Delivered | Total Media Activations  | Total Shopping Customers | Sales     |
|------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|-----------|
| <br>Lease Overage | 129<br>Customer Vehicles | 24<br>Customer Vehicles     | 129<br>Customer Vehicles | 7<br>Customer Vehicles   | 0<br>Sold |

**Lease Overage:** Lease customers with 12 or less remaining payments who are projected to go over their allowed mileage before lease end.

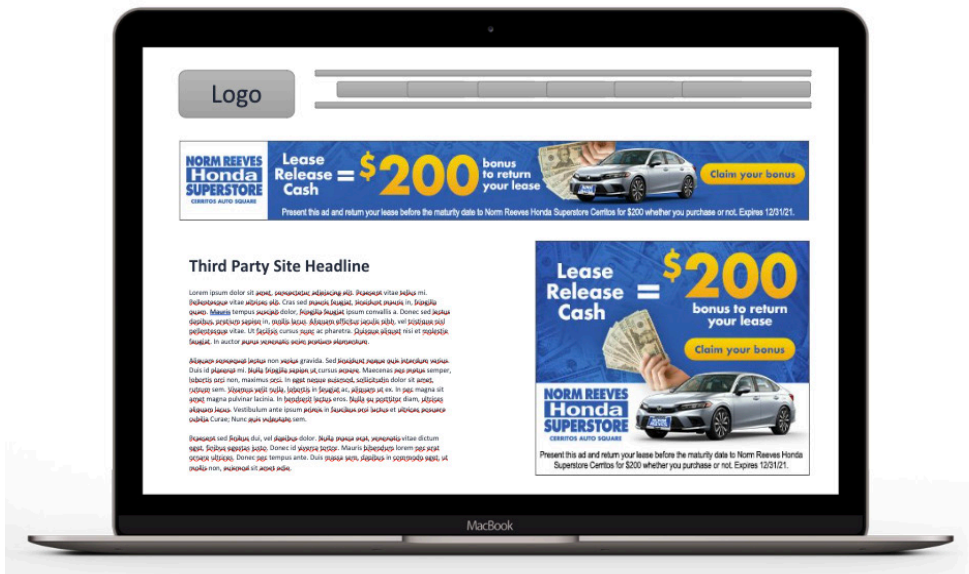
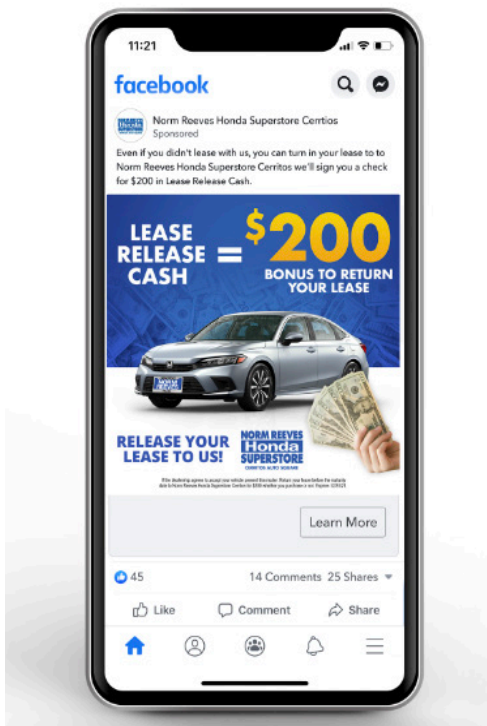
## Lease Messaging and Marketing

Activate a lease marketing campaign to reach customers who may be able to trade in their current lease for an upgrade. After reviewing opportunities in fullthrottle.ai™, finalize your lease messaging and offers, then create an omnichannel campaign for lease customers. Target current lease customers on every device (phone, tablet, desktop) in their email inbox, physical mailbox, and digital spaces including social media. Feature a strong buy-back or trade-in offer and why buy messaging about your dealership.

- Landing page on dealer website
- Email ads
- Direct Mail
- Display & Retargeting
- Social Media



Display, Retargeting, and Social Media Ads



Direct Mail



## Key Takeaways...

- Evaluate lease upgrade possibilities for customers whose leases are ending in six months and identify lease customers with limited remaining payments who may exceed mileage limits.
- Activate a comprehensive lease marketing campaign targeting current lease customers on multiple devices and channels, emphasizing attractive trade-in offers and dealership benefits.

## Trade-In/Acquisition Opportunities

### Acquisition: How and Where to Source Trade Opportunities

- Email signature: Add a link to your trade tool (or inventory page for browsing)
- Service drive appointments: Provide equity estimates on vehicles visiting the service drive
- Paid search and social campaigns: Add trade-in campaign and drive traffic to trade tool
- Third-party sources
  - CARFAX®-CARFAX® for Life: trade-in opportunities from dealer listings
  - CarGurus®-Car Offer: platform for dealers to buy/sell/trade cars with other dealers
  - KBB®-Instant Cash Offer (ICO) and Trade-in Center
- Leverage first-party data from CRM, fullthrottle.ai™ (or IMC)
  - Email
  - Direct Mail
  - Geo-Addressable (Connected TV, Radio, Online Video)
  - Display
  - Social

# NOTES

[illegible]



### **Promotion: Where to Share Your Trade-In Message**

- NitroLeads: Strategically place pop-up coupon on SRP, VDP, or trade-in page with trade offer on the dealer's website
- Paid Search: Add trade-in campaign (with custom message); send traffic to trade page
- CRM/DMS: Tap current database for trade and upgrade opportunities
- IMC: Target database for trade-in/trade-up opportunities
  - Email: Finance upgrade, lease upgrade, lease overage, service conquest
- Retargeting: Add/update full-funnel retargeting budget (unreachables) and use geo-addressable strategy to complement retargeting message/reach
- Geo-addressable: Use Display, Online Video, or CTV to retarget/re-engage website shoppers or potential in-market audiences
  - Use specific trade-in/acquisition message or offer
- Connected: Add CTV, Connected Radio, or Online Video to increase dealer/trade-in awareness

### **Dealer Process: Review Team Flow**

- Appraisal and vehicle offer
  - Sales: Is there a separate team (and/or solid process) for customer trade-ins?
  - Service: Is the Sales team monitoring service appointments for trade opportunities?
- Reconditioning: Department consistently managing process and timing to front line?

### **Acquisition and Retention: Database and Service Drive Opportunities**

- Is the sales team monitoring service drive for trade-in opportunities?
  - Staple flyer to ROs of customers who match trade-in qualifications
  - Utilize DMS/Shopper Suite dashboards to view trade/sales opportunities
- Evaluate team's multi-prong approach to Service drive customers (repair vs buy)
- Database Mining: Target current customer base for Sales and Service opportunities
- Paid Search and Social: Add a Trade-in campaign and send traffic to trade tool
  - Drive additional lead opportunities to the CRM
  - Review staff trade-in process to ensure smooth trade experience for shoppers

## Target Your First-Party Audience

Review customer opportunities for inventory acquisition and service conquests in fullthrottle.ai™, and activate marketing tactics to reach people who regularly visit for service and may be interested in upgrading their current vehicle.

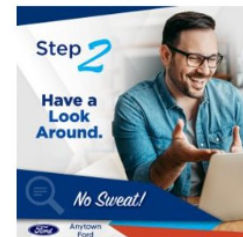
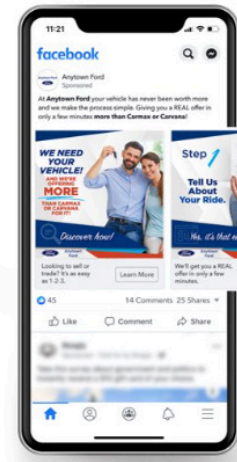
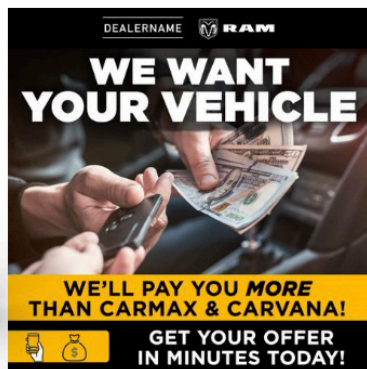
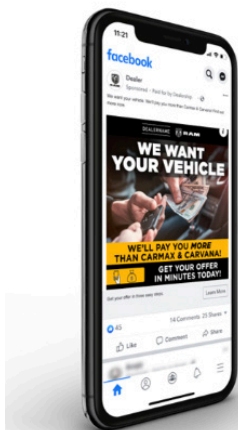
Target current customers on every device (phone, tablet, desktop) in their email inbox, physical mailbox, and digital spaces including social media. Feature a strong trade-in offer and why buy messaging about your dealership.

- Landing page on dealer website
- Email ads
- Direct Mail
- Display & Retargeting
- Social Media

| Type                                                                                                                       | Opportunities              | Vehicle Statement Delivered | Total Media Activations | Total Shopping Customers | Sales     |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------------------|-------------------------|--------------------------|-----------|
|  Inventory Acquisition + Service Conquest | 6,952<br>Customer Vehicles | 2,908<br>Customer Vehicles  | -<br>Customer Vehicles  | 310<br>Customer Vehicles | 6<br>Sold |

**Inventory Acquisition:** Service only customers who frequently service their vehicles at the dealership.

### Social Media



# Obtaining Trade-In Leads in Paid Search and Social Media

Though Paid Search and Paid Social are great channels for acquiring customers for trade-in leads and opportunities, having the right strategy can be tricky given the competitive environment and the varying values of vehicles. Here are some effective strategies for acquiring opportunities:

## Paid Search for Trade-In Leads

- **Keyword Optimization:** Specific keywords like "sell my car for cash" or "trade-in appraisal near me" ensure your ads appear in relevant search results. However, having the intent of a shopper searching for a value can go miles—terms like "Carvana" and "KBB Value" have shown impressive returns similar to traditional keywords.
- **Ad Messaging:** Compelling ad copy emphasizing the benefits of trading in their vehicles at your dealership is not table stakes—this is your differentiation. Highlight perks such as hassle-free appraisal processes, competitive trade-in values, convenient scheduling options, and excellent communication style.
- **Landing Pages:** Ensure the landing page is tailored to trade-in leads. These pages should provide clear calls-to-action, easy-to-use forms, and persuasive content to encourage visitors to submit their vehicle information. Does your form require the customer to input too much information? How does your form compare to your competitor's forms? Which is easier to use?

## Paid Social for Vehicle Evaluations

- 
- **Audience Targeting:** Leverage social media platforms to target users based on demographics, interests, and behaviors. Narrow your audience to individuals likely to be interested in vehicle evaluations and trade-ins.
  - **Engaging Visuals:** Use eye-catching images and videos of satisfied customers who have benefited from your trade-in and appraisal services. Visual content is more likely to capture users' attention and generate leads.
  - **Compelling Offers:** Design compelling and exclusive offers, such as free vehicle evaluations, bonus trade-in credit, and text-message communication, to incentivize potential customers.
  - **A/B Testing:** Experiment with different ad formats, creatives, and targeting options to identify what resonates best with your audience. A/B testing can help optimize your campaigns and improve performance.
  - **Retargeting:** Implement retargeting campaigns to re-engage users who have shown interest in vehicle evaluations or trade-ins but have not yet converted. Remind them of the benefits and encourage them to take the next step. NitroLeads can target these prospects with offers only they can see, which is more appealing than other dealers.

# NOTES

[illegible]

- **Lead Forms and Chatbots:** Make it easy for potential customers to inquire about vehicle evaluations through lead forms, texting, chatbots, and social media platforms. Simplify the process of submitting information and provide prompt responses to inquiries.

## Key Takeaways...

Ensure your marketing efforts include trade-in/sell-us-your-car messaging which is aggressive, but inclusive. Remember it is easier than ever to sell a car online through the big companies without a customer driving anywhere for a lengthy in-person appraisal. Ensure the service experience for customers ensures their interest when you appraise their vehicle in the drive. Craft marketing strategies targeting your audience across email, direct mail, display, retargeting, and social media, highlighting strong trade-in incentives and dealership advantages.

# ELECTRIC VEHICLES (EV)

## Buying Electric: How Are You Preparing Your Customers?

As car buyers make the transition to electric and hybrid models, how is your dealership making this transition easier for your customers (and your team)? Consumers may look to the dealership for guidance on all things EV—lifestyle, maintenance, at-home charging set-up, and general education on electric vehicle ownership. Dealers are on the front lines when it comes to the EV adoption and lifestyle, and it's time to embrace this wave of change.

While the dealership may not view themselves as responsible for educating the consumer if or when they should buy an electric or hybrid vehicle, they are in that role and will be expected to provide guidance on EV ownership. Dealers should be prepared to inform consumers about EV:

- Affordability (sticker price and long-term considerations)
- Batteries: Range and replacement details
  - Seasonal/weather considerations (battery capacity)
  - At-home charging solutions
  - Charging while on the road
- Incentives and tax credits
- Additional driving instructions
- Vehicle maintenance



Learn more about [Dealers caught in the middle of EV transition](#) and [What to Know Before Purchasing an Electric Vehicle: A Buying Guide](#).

## Key Takeaways...

EV car buyers are more diverse in their model choices compared to all new car shoppers, making them an important target for dealers in monthly marketing strategies. Embracing this wave of change is essential for dealerships to meet the needs of the evolving market.

- Dealerships should facilitate the consumer EV transition by offering guidance on various aspects of EV ownership, including lifestyle adjustments, maintenance, home charging setup, and general education.
- Dealers play a crucial role in the EV adoption process, even if they don't see themselves as educators. They must be prepared to inform consumers about the affordability of EVs, battery-related factors such as range and replacement, seasonal considerations, at-home charging solutions, charging while on the road, incentives and tax credits, additional driving instructions, and vehicle maintenance.

## EV Content, Awareness, and Marketing

As EV sales and consumer interest continue to increase, dealers can proactively position themselves as experts in their market through a variety of strategies:

### Local SEO

With a majority of consumers actively using Google for research purposes, a strong SEO presence is a core piece of an effective EV strategy. Electric vehicle charging stations are available as a primary category in Google Business Profile (GBP), which means dealerships that have available charging stations can claim their GBP listing. The listing allows consumers to find information about connector types, power outputs, number of power outlets, etc.

In addition to Google Business Profile opportunities, dealers can establish themselves as an EV expert through educational SEO content. With range anxiety and general hesitancy around purchasing an electric car, potential EV buyers tend to spend more time in the research phase of the buying funnel and seek out sellers who act as a resource hub on the subject. With both SEO and consumer benefits, an effective content strategy will educate buyers on EV range capabilities, the growing network of charging stations, and the differences in electric vs. ICE (internal combustion engine) vehicles through blogs and model reviews.

### Building Awareness

As the EV market emerges and changes, auto intenders are looking for dealerships they can trust to guide them through a new buying process. Building recognition now through off-website awareness tactics is

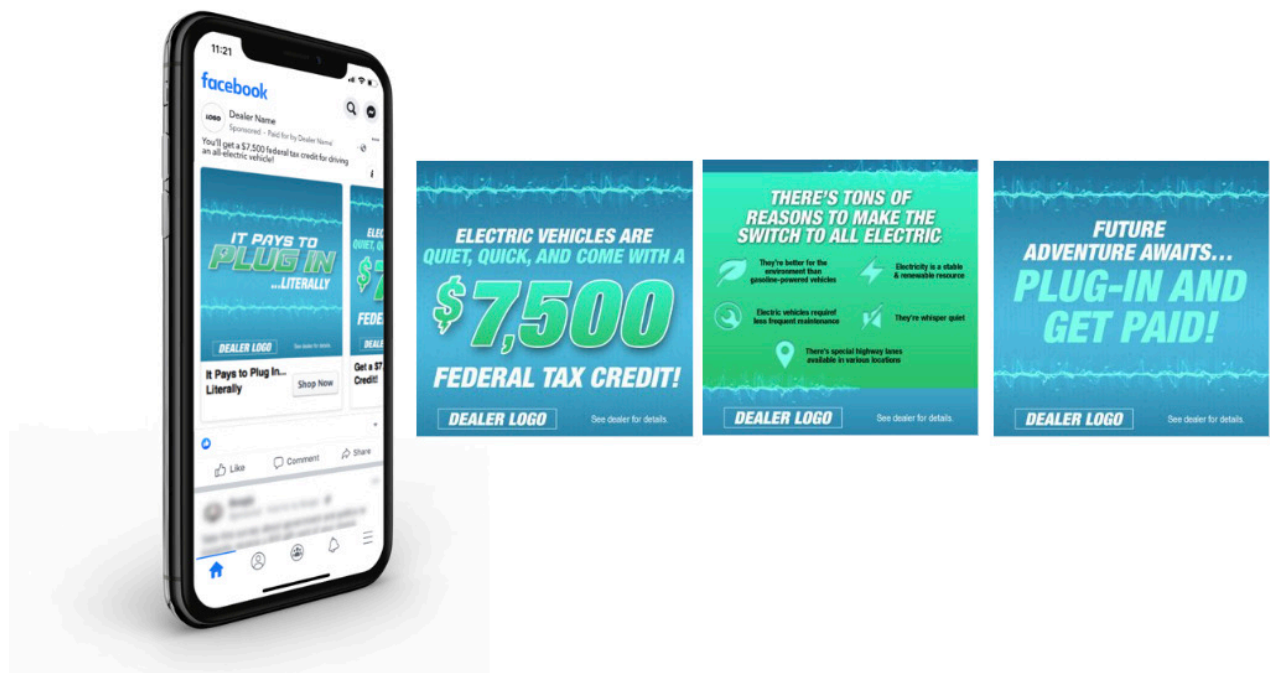
an excellent way to be top-of-mind when a consumer is ready to purchase an EV. With more generalized, electric-focused messaging, dealers can employ the following strategies:

- Conquest EV audiences utilizing behavioral targeting to reach in-market users.
- Retarget users who have already visited your website but haven't yet purchased.
- Geo-fence EV charging stations and storefronts through display and video.
- Reach EV audiences before and during episodic long-form content and short-form content through Connected TV and/or Online Video.

## EV Messaging and Marketing

Create an EV marketing campaign to reach customers who are interested in an EV or hybrid model. After reviewing opportunities in fullthrottle.ai™, finalize your EV or hybrid messaging and offers, then create an omnichannel campaign. Target current EV shoppers on every device (phone, tablet, desktop) in their email inbox, physical mailbox, and digital spaces including social media. Feature educational content, price comparisons, charging details, incentives and tax credits, and trade-in messaging.

- Landing page on dealer website
- Email ads
- Direct Mail
- Display & Retargeting
- Social Media



Email

**DEALER LOGO**

**IT PAYS TO  
PLUG IN**

**GET A  
\$7,500  
FEDERAL TAX CREDIT  
FOR DRIVING AN ALL-ELECTRIC VEHICLE!**

▼ Test drive any of the applicable vehicles below today! ▼

NEW 2021 FORD  
**MUSTANG MACH-E**

BUY FOR ONLY  
**\$46,999<sup>1</sup>**

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TAX CREDIT

**SCHEDULE A TEST DRIVE**

NEW 2022 FORD  
**F-150 LIGHTNING**

BUY FOR ONLY  
**\$52,999<sup>2</sup>**

♦ **\$7,500** FEDERAL  
TAX CREDIT

**SCHEDULE A TEST DRIVE**

**DEALER LOGO**

XXX-XXX-XXXX  
123 STREET NAME, CITY PA 12345  
DEALERWEBSITE.COM

(1) Or new, certified vehicle purchased in or after 2015. To claim credit for a personal use vehicle. (2) Or new 2022. Qualify Plug-In Electric Drive Model Vehicle Credit, and report the credit on your Form 1040, U.S. Individual Income Tax Return. The credit for the business use of an electric vehicle is reported on Form 8883, General Business Credit. Credit amount may vary based on capacity of vehicle battery. Other requirements or exemptions may apply. For more information, consult an IRS tax representative and/or official IRS publication.  
 (3) New vehicle. MSRP \$51,000, includes \$30,000 dealer discount. Tax, title, and registration fees included.  
 Available in qualified regions on approved credit. Expires 10/31/2023.  
 (4) New vehicle. MSRP \$51,000, includes \$30,000 dealer discount. Tax, title, and registration fees included.  
 Available in qualified regions on approved credit. Expires 10/31/2023.

Direct Mail

**IT PAYS TO  
PLUG IN**

**GET A  
\$7,500  
TAX CREDIT ON YOUR  
ALL-ELECTRIC VEHICLE!**

**DEALER LOGO**

XXX-XXX-XXXX  
123 STREET NAME, CITY PA 12345  
DEALERWEBSITE.COM

**YOU'LL GET A**

**\$7,500 FEDERAL TAX CREDIT**

**FOR DRIVING AN ALL-ELECTRIC VEHICLE!**

**IT PAYS TO  
PLUG IN**

**Test drive the new Year Make Model today!**

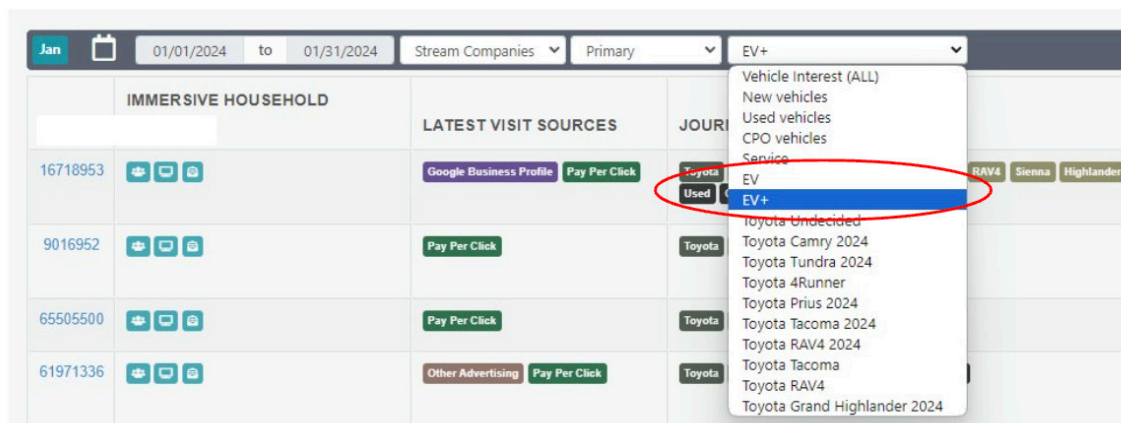
Display



## Identifying EV Shoppers

### Automotive Journey Segments Pre-Built for Our EV and EV+ Vehicles:

- 'EV' represents households shopping for pure electric vehicles
- 'EV+' encompasses a wider audience, including those interested in hybrids and plug-in hybrids in addition to full EVs



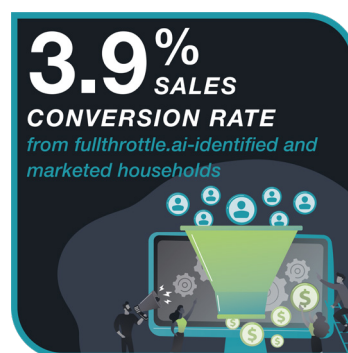
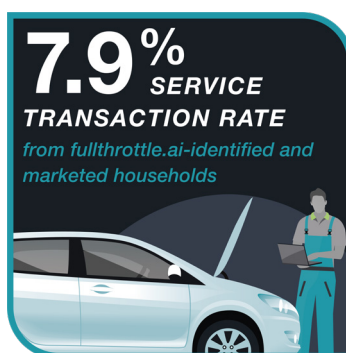
### How Do We Categorize Households in the EV and EV+ Segments?

fullthrottle.ai™ has developed a distinctive method for understanding user behavior through URL analysis. Like the way AI Language Learning Models use tokenization, fullthrottle.ai™ breaks down URLs into tokens — units that represent the year, make, model, intent signals, and keywords related to automobiles, including terms like 'new', 'pre-owned', 'electric', 'EV', and 'hybrid'.

By employing this approach, fullthrottle.ai™ decodes more than 1,000 combination of tokens, providing rich insights into each user's interests. Learn more about [EV and EV+ segments in fullthrottle.ai™](#).

### fullthrottle.ai™ Case Study

- **Challenge:** Improve leads and showroom (foot) traffic with a website promotion, and determine which website leads increased sales and service transactions.
- **Objective:** Add lead generation campaign on the dealer's website, track the leads, filter leads (sales vs service), and push leads to CRM for team follow-up.
- **Tactic:** Website promotion for dealership rewards program; visitor submits contact details to join rewards program to receive coupons (via emails and/or text messages).
- **Results:** After 60 days, the campaign generated 5,064 leads for Sales and Service.
  - 202 Sales (3.9% conversion rate)
  - 403 Service ROs (7.9% conversion rate)



Learn more about how [fullthrottle.ai™ Lead Generation boosted showroom visits for Sales and Service](#).

## Key Takeaways...

- To build awareness and trust in the evolving EV market, dealers need to stand out to shoppers with educational content and target them with creative marketing tactics.
- Dealers should create a comprehensive omnichannel EV marketing campaign featuring educational content, price comparisons, charging details, incentives, and trade-in messaging across various platforms like email, direct mail, display ads, and social media to reach potential customers interested in EVs or hybrid models.

### Create Off-Site Awareness and Build EV Recognition With Digital Media:

- Utilize streaming video and display to build recognition now to be well positioned and top of mind when EV options increase for shoppers.
- Conquest EV audiences utilizing behavioral targeting and retargeting to reach those in-market or have visited the site.



- Geo-Addressable video and display tactics
  - Create awareness and household influence among decision-makers
  - Target the physical addresses using a geo-targeted solution to create immersive household targeting
- Include geofence attribution for measurable ROI:
  - Create a geofence around the dealership and pixel the ads to determine if someone saw the ad and came into the store.
- Identify and target EV website shoppers utilizing Stream's website identification tool (with patented technology) and AI
  - Setup an EV/EV+ Journey Segment to captures EV shoppers in all phases of the buying cycle to achieve a full-funnel EV strategy

## Alternate Media Channels Targeting an EV Audience

**Podcasts:** Podcasts are one of these stand-out channels among EV/plug-hybrid considerers in the US. This group is significantly more likely to notice and say ads in podcasts grab their attention than the average US consumer (22% vs. 15%), [according to YouGov](#).

**Digital Out of Home:** Utilize digital ad displays on EV Charging Stations to feature messaging about your dealership. Highlight your EV inventory, service department, or evergreen messaging to generate awareness to current EV drivers. Consider educational tips; provide lasting value to potential customers.

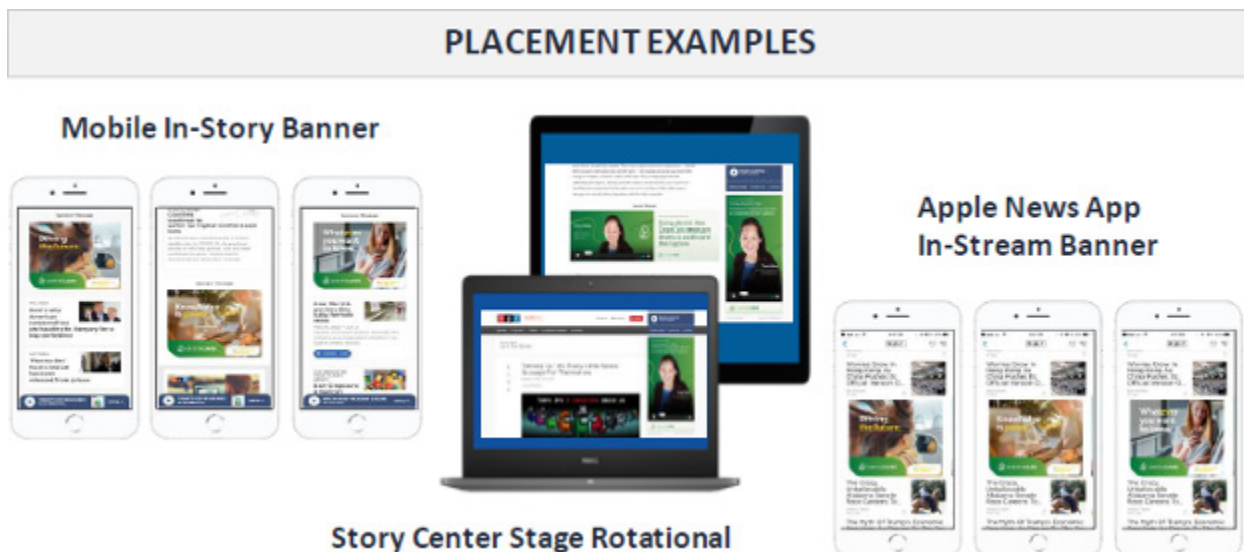
- EV charging networks, like Volta, are appearing rapidly and equipped with digital ad displays like gas stations.
- With many screens available programmatically, advertisers can easily select where and when to run their campaigns delivering targeted impressions.
- Considering it can take drivers an average of 30 minutes to charge their vehicles, there is boosted engagement with these advertisements.

**National Public Radio (NPR):** NPR listeners are typically environmentally conscious and tech savvy, making them an ideal target audience for EV and hybrid cars.

- The NPR audience values quality and trusted brands, they're environmentally conscious and they are thoughtful about their purchases.
  - 54% more likely to purchase food labeled as natural or organic.
  - 303% more likely to participate in environmental groups or causes.
  - 159% more likely to make financial contributions to arts, cultural or environmental organizations.
- GreenCars NPR Branded Soundscape Campaign Delivery Highlights...
  - More than 5 million impressions served as part of the first Soundscape featuring Lithia Motors CFO. Some examples of placements that brought the highest visitors to site include desktop banners, mobile banners, and story center stages.



- Through the pixel placement 5,558 Households visited GreenCars to interact with the site. Those visitors who clicked through to *GreenCars Buyers' Guide* spent an average of 7 minutes on the page.



## EV and Fixed Ops

### EV/Hybrid Maintenance and Repair: Preparing the Service Department

How many of your service technicians are trained in repairing an EV or hybrid model? Considering new EV sales are steadily increasing MoM, and dealers are seeing more opportunities for acquiring pre-owned EV and hybrid units, it's time to consider an action plan for hiring, training, and retaining service technicians.

**By 2031, the US will need 80,000 electrician jobs annually, including technicians to fix EVs or install EV chargers.** Dealership plans obviously need to include details (and a budget) for equipping the service department with the appropriate tools and support for this incoming business.

### Things to Consider While Prepping for EV/Hybrid Service:

- Equipment costs for EV/hybrid models
- Where to source EV/hybrid technicians
- Training options and ongoing support for EV/hybrid technicians
- OEM Tech Support for EV/hybrid services
- Servicing EV Warranties
- Retaining qualified EV/hybrid technicians

Learn more about preparing your service department for [EV in EV broken? Finding a technician to fix it may take a while.](#)

# NOTES

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# FIXED OPS

## The Customer Experience

Do you know how your Service team is really performing? Yes, you can review CSI reports, closed ROs, appointments, dealership reviews, and listen to phone calls of customer interactions, but have you truly experienced your dealership's customer service support? If not, it's time for a secret shop!

### Perform a Virtual Secret Shop:

- Check your website and fill out forms. Are you followed up with appropriately?
- Is the team actively communicating with customers?
  - Confirming Service appointment (concerns, services, transportation, setting expectations)
  - Following up on services performance and next steps
- Chat with your team (virtually) and play the customer's role.
- Check email signatures for spelling and links within text.
- Call your own social media/paid search ads to see if they get through as expected.



### Audit and Update Service Content on Website

- Audit top service landing pages; ensure smooth user experience
  - Online service scheduler works on desktop and mobile?
  - Fixed ops specials updated and easy to find on website?
  - Schedule service CTAs on each maintenance page (for easy scheduling)?
- Work with agency partner on high-quality service landing pages to highlight popular services
  - Start with oil, tires, brakes, battery, check engine
- Leverage PPC campaigns to enhance search authority and increase organic rank-ability
- Create "How-to" videos (change a tire, change oil, reset TPMS light, etc.)

# Marketing Your Service Department

## Fixed Ops Email Marketing

Proactively reach out to customers with targeted email campaigns. Tap your existing database to market to current customers and re-engage previous customers.

## Service List Strategies

- Active Service Customers – serviced in last 6 months
  - ROs above \$800 last 45 days; follow up with service discount for next visit
  - ROs above \$800 last 45 days; follow up with trade-in message
  - Haven't serviced in 6-23 months; follow up with service discount or oil change
  - ROs still needing additional service; follow up with service discount for next

visit

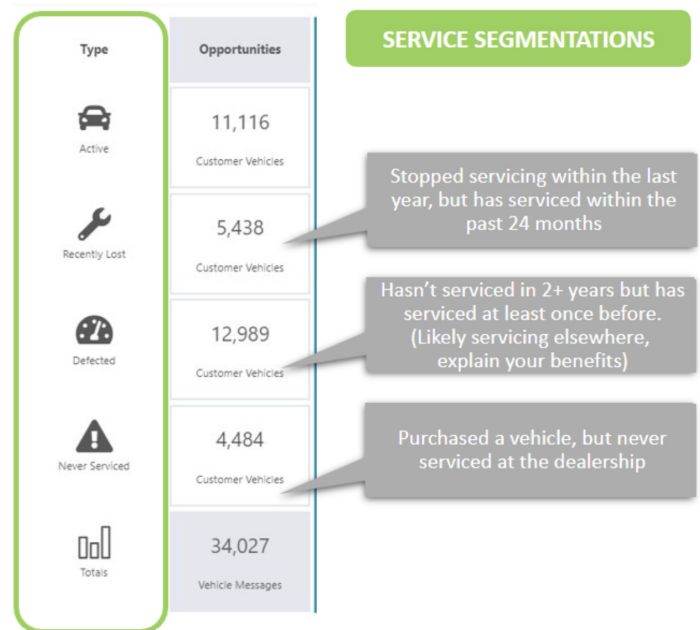
- Length of ownership; follow up with routine maintenance/service packages
- Vehicle mileage; follow up with mile-based maintenance
- Recently Lost – No service in last 24 months
  - Length of ownership; follow up with routine maintenance/service packages
  - Vehicle mileage; follow up with mile-based maintenance
- Defected – No service in 2+ years
  - Length of ownership; follow up with routine maintenance/service packages
  - Vehicle mileage; follow up with mile-based maintenance
- Never serviced with the store

## Fixed Ops Geo-Addressable Video and Display

Service departments can use Geo-Addressable Video and Display tactics to promote oil change specials and maintenance packages to their service customers and service win-back opportunities. Geo-Addressable Display and Video will ensure your customer base is reached and targeted, and your ads are visible across devices throughout each household.

Promotion opportunities:

- Mobile on-site service or valet service (vehicle pick-up/drop-off)
- Value proposition - "Why service here?"
  - Certified/trained technicians
  - Quality work, longtime trusted community partner



- Testimonial videos
  - Happy customers/feedback
- Service Introductions
  - Meet the team
  - Welcome to our service department
    - Service drive & check-in process
    - Service lounge & amenities
    - Service shuttle (or Lyft/Uber service)



### Lifecycle: DMS Audience Planner

Have you considered activating Lifecycle marketing with fullthrottle.

ai™ to target your current database of Service customers? With an always-on solution, your Service Department can actively communicate with your customer database to drive additional traffic to your service drive and increase service retention all without any additional effort from your team.

### Always-On Solutions

- Fully automated, always-on 24/7 marketing allows dealers to go to market DAY 1 of the month and prioritize their most relevant customers. Target your active customer database via direct mail and email campaigns; delivered to customers based on service cycle.
- The goal is to prioritize people who are demonstrating actions within the portal first indicating that they are in-market for service.
  - **Direct Mail:** Mailers are sent daily. Drop dates are personalized by shopper using Artificial Intelligence (AI).
  - **Email:** AI-driven delivery with multiple content modules; communication based on customer profile and interaction for tailored personalization.
    - Dynamic monthly vehicle statements delivered to current database; customized for Sales and Service opportunities.

### Service Strategies and Segments...

1. Active/Retained Service Customers
  - a. **Offer:** USP (unique selling point) or Service Offer (would be less aggressive than offer to non-retained service customers)
2. Non-Retained Service Customers
  - a. Reengage non-retained service customers or those who bought but never serviced.
    - i. **Targets:** Non-Retained, Recently Lost, Defected, or Never Serviced
    - ii. **Offer:** More aggressive offer than you would give to your active service customers to try to reengage
  - b. Hold Service Retention and Lower Defection Rate
    - i. Focus on Recently Lost and Defected customers



Example report from an active lifecycle program. Dealership is targeting their service customers; Lifecycle marketing is regularly sending emails and direct mail to customers in the market for Service.

| TACTIC                   | HOUSEHOLDS TARGETED | SALES TRANSACTIONS | GROSS VALUE | INFLUENCED SALES LOYALTY | VEHICLES SERVICED | TOTAL RO VALUE | INFLUENCED SERVICE LOYALTY |
|--------------------------|---------------------|--------------------|-------------|--------------------------|-------------------|----------------|----------------------------|
| Email Inbox Impression   | 9,834               | 18                 | \$33,702    | 7.00%                    | 830               | \$276,489      | 38.00%                     |
| Vehicle Statement Opened | 3,576               | 10                 | \$21,006    | 4.00%                    | 412               | \$142,570      | 19.00%                     |
| Wallet Engagement        | 265                 | 10                 | \$21,006    | 4.00%                    | 412               | \$142,570      | 19.00%                     |
| SmartMail Delivery       | 0                   | 0                  | \$0         | 0.00%                    | 0                 | \$0            | 0.00%                      |
| Family Geofencing        | 27,267              | 15                 | \$50,943    | 6.00%                    | 2,039             | \$434,552      | 95.00%                     |

## Key Takeaways...

- Evaluate your dealership's customer service performance with a virtual secret shop.
- Consider implementing Lifecycle marketing with fullthrottle.ai™ to engage your current service customer database with always-on solutions, including automated direct mail and email campaigns targeting customers based on their service cycle and actions within the portal.
- Differentiated strategies are outlined for active/retained service customers and non-retained customers to improve service retention and lower defection rates.
- Explore audience targeting and media activation options to enhance traffic to your service center landing pages for Service and Parts departments.

### Attracting Service Customers Through Paid Search/Social

It's a common theme we've noticed: Service gets a backseat when it comes to advertising spend.

Though it may seem tempting to have a set-it-and-forget-it mindset, attracting customers to experience

your dealership outside of purchasing a vehicle is the single greatest determiner for repeat business and profit. Turn new customers to turn into lifetime customers with prevalent digital advertising:

- **Seasonal Demand:** Identify peak service seasons, such as winter tire changes or summer road trip checkups. Allocate budget according to demand and scale back during off-season times. Though it usually hits us quickly, Black Friday, Labor Day, Memorial Day, and July 4 all hit us on the same dates every year. Plan ahead and be prepared with attractive offers, a communication plan, and staff training to ensure expectations are achieved from impression to action.
- **Competitive Advantage (hint - this is not a 5% off wiper-blades coupon):** Do you offer unique services or deals? Regularly showcase these to appeal to a broader audience and highlight your competitive edge. This can include LOF package deals, Saturday 10% discounts, 24-hour fixed-ops operations, free or discounted Check Engine Light diagnosis, etc.
- **Recalls:** Manufacturer recalls can be an incredible opportunity to attract vehicle owners and allow them to experience the superior service you can offer them in a maintenance or repair situation. Do not take for granted that you're the closest dealership and they'll choose you – take the offensive and progressively target them on Paid Search through specific keyword-based searches and social media channels.
- **Bring Value Despite Profit:** Doing the right thing sounds like a nice maxim but do your customers feel the same about their brief experience with your dealership? Every time they drive into your lot, are they flagged down like a fish by the next salesperson shark? How much are they expecting to pay a dealership to fix a flat tire (hint: it's free at most tire or lube shops)? By highlighting these experiences on social and paid search, you're freeing much of the expected friction from the experience before it occurs.
- **Website:** It might surprise you, but most customers use their computers and phones to experience your dealership before visiting your store. Does your website explain common questions, experiences, pricing, promotions, and expectations? Or is it a form and a phone number? No, they cannot service their vehicle from your website, but they just might choose whether to service their vehicle at your dealership based on the information (or lack thereof) on your site and ads.

## Key Takeaways...

Ensure your marketing efforts are not solely focused on sales. Have purposeful digital advertising to complement any other ad efforts for customers looking to service their vehicle. Audit your digital service bay by behaving as a customer on your site.

# NOTES

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# MULTI-CULTURAL STRATEGIES

With \$2.7 trillion in buying power and climbing, tapping into the Hispanic market isn't an opportunity, it's a necessity. Hispanics make up nearly 19% of the U.S. population, and 58% are under age 34. Representation matters, and 63% of Hispanics say they're more likely to buy from inclusive brands who showcase people like them in advertising (Hispanic audiences in focus by Neilsen).

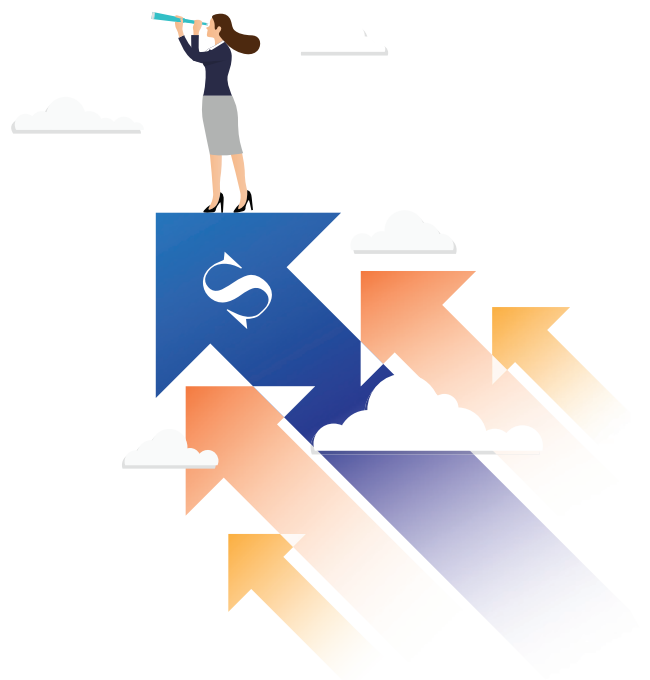
Reach your audience through Connected TV, Online Video, Connected Radio, and Social Media. U.S. Hispanics say they appreciate businesses that speak to them in Spanish. Ensure your content is customized for your audience on your website and advertising so you can meet your audience where they are at.

## Multi-Cultural Marketing Tips

- Customize your translations according to demographic (North/South/Central American, Islands)
- Speak to your audience in their preferred dialect
- Can focus on a Spanglish approach that will resonate with a larger community
- Ensure your website offers custom-language landing pages for sales and fixed ops
- Be sure to highlight the dealership staff on your website so your customers know their contacts

## Multi-Cultural Connected TV

Hispanics spent more time on Connected TV compared to the general U.S. population with a combined 30 billion minutes in Q1'23 ([Hispanic audiences](#) in focus by Neilsen). If a dealer wants to reach Hispanic shoppers, adding Connected TV should be a top priority this year.



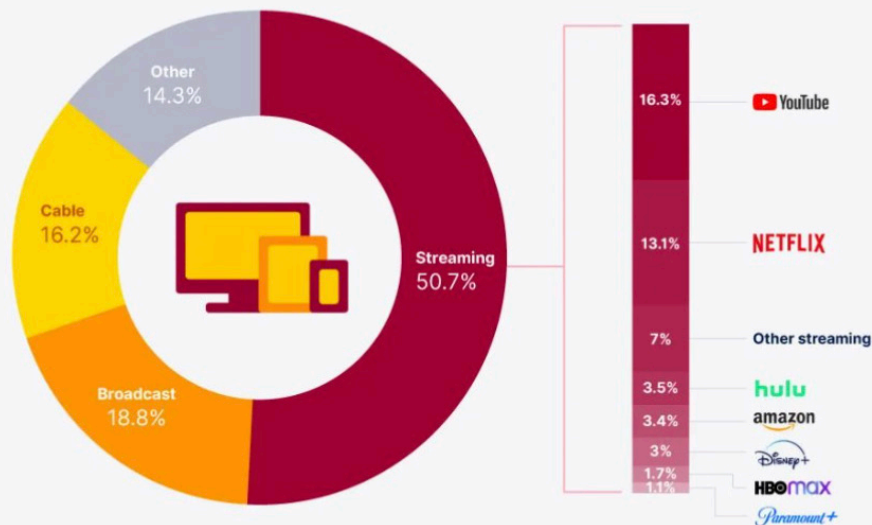
## Percentage of time spent with connected TV



Source: Nielsen National TV Panel

\* CTV refers to any television that is connected to the internet. The most common use case is to stream video content.

## Streaming dominates Hispanics' TV viewing



Notes: Hulu does not include Hulu Live. YouTube does not include YouTube TV. "other streaming" includes any high-bandwidth video streaming without MVPD or MVPD on television that is not individually broken out. Providers with less than 1% share of viewing are included in "other streaming."

Source: National TV Panel and Streaming Platform Ratings, July 2023

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Nielsen

Source: <https://www.nielsen.com/about-us/diversity-equity-inclusion/hispanic/>



## Multi-Cultural Social and Display

Increase awareness for your dealership on Social with customizable for sales, service, trade or financing messaging. Feature new or used inventory, monthly sales events, payments, APR or trade-in offers.

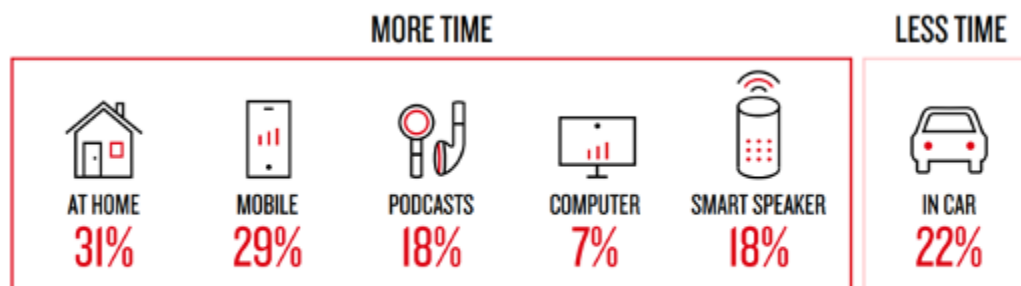


## Multi-Cultural Connected Radio

Consider Connected Radio to complement your Hispanic marketing strategy. According to Forbes, 85% of U.S. Hispanics listen to audio content via the internet, while 90% use streaming platforms to listen to music or radio. This group spends more time streaming content vs. listening to traditional radio.



## HISPANICS SPEND MORE TIME LISTENING



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

Audio ads can be served in simulcast (live stream), on demand, or podcast streaming content. Ads are played before premium streaming content on leading platforms and can be listened to via Desktop, Mobile, Smart Speaker, or Tablet.

- Audio Ad Example: Someone selects a station on the iHeart app or mobile site. Before content begins, or during a commercial break, the commercial is inserted dynamically.

Precise targeting can get as granular as zip code level with geographic targeting, and some of the large markets are able to scale utilizing behavioral targeting.

## Key Takeaways...

With Hispanics comprising nearly 19% of the U.S. population and wielding significant buying power, targeting this demographic is imperative for dealership growth in most markets. To effectively engage the Hispanic market, utilize Connected TV, Online Video, Connected Radio, and Social Media platforms, tailoring content to resonate with diverse Hispanic audiences. Customize translations, preferred dialects, and Spanglish approaches to enhance connection, while custom-language landing pages and showcasing dealership staff to foster trust and familiarity. Leveraging Connected TV, Social, and Connected Radio allows dealerships to tap into the significant time Hispanics spend on these platforms, offering precise targeting and diverse ad formats to reach this influential demographic effectively.

# NOTES

[illegible]

# RESOURCES

## TRADE-IN/ACQUISITION OPPORTUNITIES

ShiftDigital identified a significant change in online shopper behavior since January 2022; an overall increase in dealer website traffic but a decrease in leads volume for new vehicles. More people have been shopping online for vehicles in the last two years, but those shoppers continue to submit fewer leads for new inventory. Check out [Winning Strategies for Converting Shoppers Into Buyers](#).

### THE GOOD NEWS:

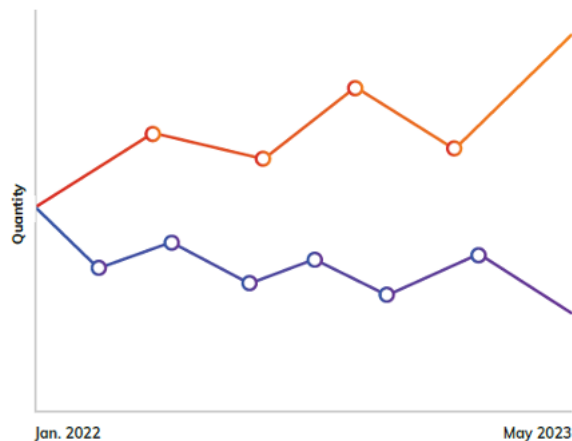
↑ **20%** 

increase in overall site traffic to dealer websites year over year

### BUT, THE BAD NEWS:

↓ **20%** 

decrease in new vehicle lead volume from dealership websites



Source: <https://www.shiftdigital.com/2023-Digital-Automotive-Shopping-Trends>

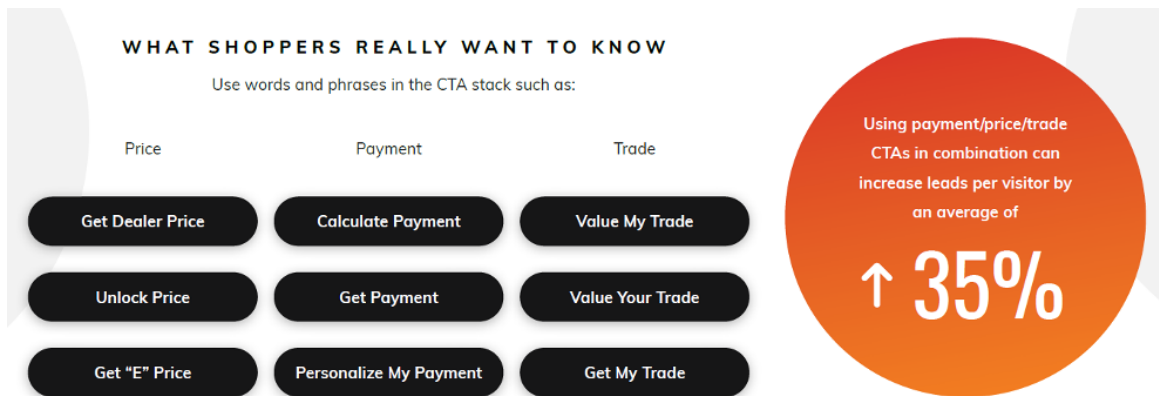
### Factors of Lead Decreases

- High inflation
- Rising interest rates
- Higher vehicle prices
- Tightened vehicle credit
- Fluctuating inventory and decreased selection is causing shoppers to spend more time searching for a specific vehicle

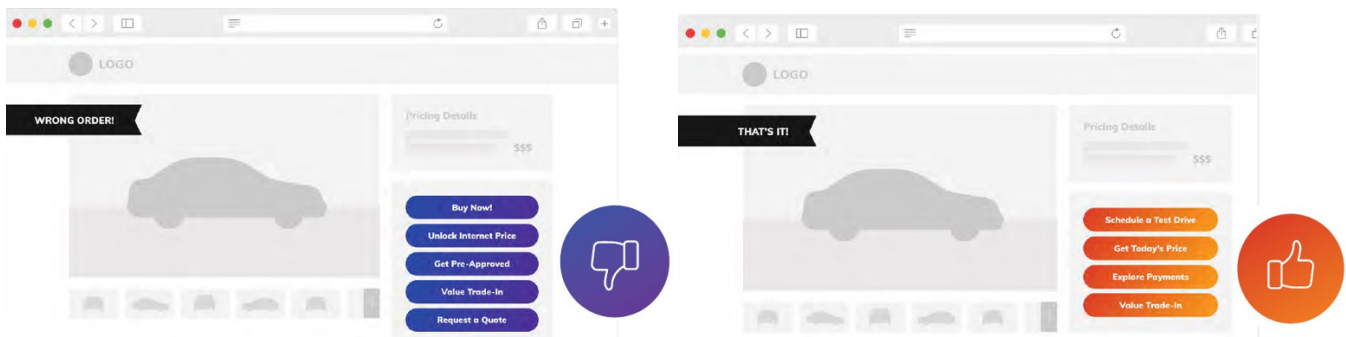
### How To Improve Website Conversion

1. **Simplify the Calls to Action:** Offer a clear path to purchase with no more than four CTAs on VDPs. Don't overwhelm your shoppers with more decisions – they have enough to consider during this process. Keep it easy – and offer simple next steps.

2. **Offer Low-Pressure Tactics:** Be gentle in your language; eliminate phrases that make customers feel forced into decisions. CTAs have a 23% decrease in conversions when the word "Buy" is included and an 18% decrease when "Check Availability" is used.
3. **Feature Straightforward Options:** Shoppers generally want three things from a dealer website: to get a vehicle price, calculate a payment, and get trade-in options. Keep your CTAs minimal (four options max), and use words and phrases to help them accomplish their shopping goals.



4. **Guide the Shopper Journey with CTAs:** Place CTAs in a logical order that guides the shopper to the following steps on their buying journey. Offer your shoppers a test drive before you ask them to buy the vehicle.



5. **Mobile First:** Up to 70% of website traffic uses a mobile device! Designing a website for mobile devices first ensures a better user experience for the increasing number of people shopping for a car on their phones. Google also favors mobile-friendly sites, improving search engine rankings and overall visibility for the website with their mobile-first indexing.

## Key Takeaways...

Make it easier for customers to get information on your website. This includes simplifying calls to action, methods of contact, mobile-first design, and ensuring the vehicle info is forefront.

# Opportunities/Quick Levers (No Additional Spend Tactics)

Get back to basics! This is a great time to re-evaluate dealership process and team culture. The last few years of inventory shortages and high vehicle demand allowed for some teams to abbreviate their sales and marketing approach. Discover how some [dealerships renew focus on basic sales](#) training to prepare for stabilized inventory and increased competition. Get back to the basics by focusing on no additional spend tactics to improve traffic, sales, customer retention, and employee retention.

## Review Vehicle Merchandising

- Each unit has 25+ photos, price, comments, mileage, interior/exterior color
  - Detail and photo the vehicle immediately at intake to instantly advertise that unit
- Competitive pricing (review VAuto, Autotrader/KBB, CarGurus for market pricing)
  - Review pricing changes to increase visibility of inventory
  - Competitor pricing – audit area market competitors
- In-Transit Units: if dealer is showcasing in-transit units in the inventory feed, add "In-Transit" badge to SRP/VDP and update sort feature on vehicle search (so shoppers can filter in-transit)

## Review Endemics/Classified Vendors

- Review inventory feeds, packages, lead process, merchandising reports, and pricing
- Ensure current inventory levels match vendor package (featuring ALL inventory? Just used?)
- Review/update display ads (new vs used; model focus) and targeting (if available)
- Assign dealer staff to monitor vendor merchandising reports and pricing opportunities
- Request to remove inventory from Google Vehicle Ads (if you have Paid Search VLA campaign)

## Think About Your Unique Selling Proposition (USP)

- Why should shoppers choose your dealership over your competition?
- Ideas: Selection, value, maintenance, white glove experience, matching down payment, trade, mobile on-site service, community partner, employee pricing
- Update all digital touchpoints to include USP
  - PPC ads, dealer website, Social channels, Videos, Google Business Profile, flyer in photo feed, overlay on first car photo, vehicle comments
  - Endemics/Classifieds– update dealer profile page with USP and branding video(s)

## If used inventory selection INCREASES (and ages):

- Dealer sites could add "\$25K & Under" vehicles/specials landing page
  - SEO, PPC and Social marketing opportunities
- Review dealership demographics (Market Master)
  - Targeting right shoppers? Additional geo-targeting opportunities?
- Use VIN-specific ads to conquest or retarget used car shoppers



### **If used inventory selection DECREASES:**

- Focus on fixed ops retention and finding/re-engaging service customers
  - Promote monthly specials and service packages
    - 10% off next repair order, \$99 CEL diagnosis, oil change packages
  - Review SEO, PPC, and Social marketing opportunities
    - Running service and/or accessory campaigns?
    - Additional market opportunities (new cities or competitor areas to conquest?)
  - Review dealership demographics (Market Master)
    - Targeting right shoppers? Additional geo-targeting opportunities?

## **Dealer Process and Communication**

### **Get Back to the Basics With the 5 P's...**

- Product: Inventory levels and mix
- Promotion: Message–trade vs. MSRP
- People: Any new people in roles
- Pricing: Used cars–frequency of adjustment?
- Process: Any new process for lead handling or follow-up? Any new systems or current system updates or changes?

### **Emails:** Audit staff email communication, signatures, and email templates

- Correct dealer details and links
- Correct model-year references
- Staff understands store culture and preferred communication methods with customers?
- Team correctly attributing leads to appropriate marketing channels?
  - Ensure staff is marking leads to correct source (Autotrader, Cars.com, walk-in, etc.)
    - By correctly attributing lead sources, it provides marketing better direction on how to optimize vendors/products/tactics

### **Acquisition and Retention:** Database and Service Drive opportunities

- Is the sales team monitoring service drive for trade-in opportunities?
  - Staple flyer to ROs of customers who match trade-in qualifications
  - Utilize CRM/ShopperSuite dashboards to view trade/sales opportunities
- Evaluate team's multi-prong approach to service drive customers (repair vs buy)
- Database Mining: Target current customer base for sales and service opportunities
- Paid Search and Social: Add a trade-in campaign and send traffic to trade tool
  - Drive additional lead opportunities to the CRM
  - Review staff trade-in process to ensure smooth trade experience for shoppers



## Third-Party Analysis

Now that dealers have access to first-party data and enhanced targeting to influence every shopper in a household, dealers don't need to invest as much in third-party advertising products to drive awareness and traffic to their inventory. We know exactly where the shoppers are, their interests, and how to influence their decisions with targeted marketing solutions.

Plus, the shoppers visiting a dealer's website are more likely to buy than those still browsing inventory on a third-party website. Start targeting shoppers lower in the purchase funnel and send more traffic directly to the dealer website.

**"Do I need ALL these third party products?"**

**The simple answer is "No."**



*"Dedicate 10-15% of the total advertising budget to third-party marketplaces for maximum efficiency."*

### Third-Party Basics

1. Dealers only need to enroll with inventory listings package.
  - a. No need for extra display ads, video, retargeting, or social packages—especially since often these clicks return a customer to the 3rd party website, not the dealers.
  - b. It's crucial to have the inventory listed on a classified site well merchandised, thus making it visible to the bulk of car shoppers in the market.
    - i. Ensure each vehicle has 25+ photos, price, details, and comments.
2. Dealers should pick ONE larger classified listing site (Autotrader or Cars.com) to list ALL their inventory and one or more used-specific classified sites (CarGurus, CARFAX®, etc.) to promote used or CPO inventory.
  - a. Multiple large providers cause overlaps in audience coverage which prevents efficient spend—yet to not be on any of them is a risk of not being where customers are looking for inventory.
3. Dealers can add a used-focus marketplace if they're concentrating on used sales and have a healthy supply. Dealers don't have to partner with these providers, but if there's budget available and the store wants another classified for used cars, these are the best two used-focus options.

- a. CARFAX®: Good for quick used car leads. Dealers can add CARFAX® for Life products to boost trade-in leads and service retention.
  - b. CarGurus: Usually more cost-effective than Autotrader and Cars.com; generates much traffic. You need to enroll in one of the top 2 tiers of inventory packages (Featured or Featured Priority) so inventory is at the top of SRPs.
4. As a rule of thumb, 10-15% of the total advertising budget should be dedicated to classified marketplaces for maximum efficiency. This list of providers includes:
- a. Autotrader/KBB (new and used)
  - b. CARFAX® Classifieds (used focus)
  - c. CarGurus (new and used; used inventory is priority)
  - d. Cars.com (new and used)
  - e. Costco Auto Program (new car focus)
  - f. Edmunds (new car focus)
  - g. TrueCar (new car focus)

- We need to find a balance between Classifieds, Paid Search, Social, Connected products, Traditional, and Geo-Addressable solutions to:
  - increase awareness about inventory (and the dealership)
  - drive traffic to the dealer website
  - retarget non-converting shoppers
  - Increasing qualified leads for dealer

## Key Takeaways...

Make it easier for customers to get information on your website. This includes simplifying calls to action, methods of contact, mobile-first design, and ensuring the vehicle info is forefront.

## Five Tips for Managing CO-OP

1. **Tracking:** Creating a template/tracker for each dealership is an excellent practice that will help ensure every dollar earned is spent.
2. **1-to-1 Reimbursement:** Each OEM has specific rules when it comes to reimbursement timelines and utilization as well as match back (how much a dealer needs to spend to redeem their co-op). 1-to-1 reimbursement is free money and should always be spent. It's 'use it or lose it' money.
3. **Aging Inventory:** This is a great inventory to aim your co-op dollars. You can create a

landing page with specific inventory—only showing inventory of vehicles 60+ days on lot—enabling you to tailor your messaging and drive all traffic to a single page.

4. **Quarterly Accruement:** Be cognizant of OEMS that require all co-op earned to be used within the quarter. These can creep up on you if you're not watching closely, suddenly finding a dealer needs to spend an additional \$100K with 15 days left in the month. Planning can prevent this scenario entirely.
5. **Service Funds:** Some OEMs have funds dedicated specifically to service. Leveraging a dealer's first-party data and getting in front of customers who are overdue on servicing their vehicle(s) is a great strategy.

## CRM MAINTENANCE AND ACCOUNTABILITY

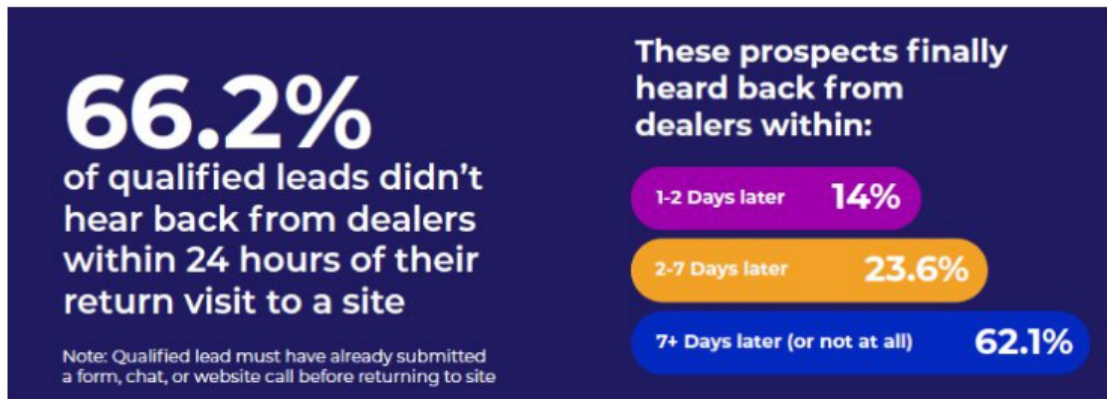
How many times have you heard the phrase "Garbage in, garbage out" when referring to dealership CRM data? We all know that the CRM isn't an accurate source of truth when it comes to dealership performance and ROI, but it's the main dashboard we use to gauge the effectiveness of the various marketing tactics in place.

To help correctly measure the performance of all the marketing channels and identify areas of opportunity, it's critical the dealership team manages the CRM and attributes each vendor's leads, appointments, and sales as accurately as possible.

**Lead Process:** Up to 37% of qualified leads were mishandled in 2022, according to FourEyes' [2023 Automotive Dealer Benchmark Report](#). Shoppers with true buying or service intent had their calls missed or experienced delays in follow-up, while 12% didn't have their details logged into the CRM.



**Timely Communication:** After a shopper spends hours looking for their perfect vehicle and researching the dealership they want to buy from, they finally submit a lead on a dealer's website. The shopper expects to hear from the dealership within a few hours. However, some shoppers don't hear back from the dealership until up to seven days later (if at all). There's no excuse for not contacting a lead who wants to conduct business with you.



Source: <https://foureyes.io/learn/2023-automotive-dealer-benchmarks-report>

The lead-to-qualified lead ratio is significant, with over 56.9% of qualified leads making a purchase within three days of their inquiry, a trend that is increasing in the context of low inventory.



Source: <https://foureyes.io/learn/2023-automotive-dealer-benchmarks-report>

**Lead Attribution:** There are numerous traffic channels and lead sources to track, but if the team is not accurately attributing those leads in the CRM, then it's impossible to accurately attribute the true sources of (good and bad) traffic at your dealership. Be sure that the team is accurately attributing their leads by channel and source and tracking appointment and sold details.

**Dealers spend thousands of dollars each month on tools and products to drive traffic (and leads) to their dealership, but they may not prioritize lead attribution or CRM maintenance.**

# NOTES

[illegible]

# TECH AND AI

## UPDATES AND CONSIDERATIONS

Artificial intelligence is revolutionizing the automotive industry, making vehicles smarter and more efficient. Industry giants like Mercedes-Benz, Toyota, and Tesla are actively adopting AI to enhance the customer experience.



From industrial robots in factories to self-driving cars, AI has transformed various aspects of automotive manufacturing, highlighting the future of hybrid, electric, and autonomous vehicles. Here are some benefits and use cases of AI in the automotive industry:

1. **AI Transformation:** AI has significantly impacted the automotive industry, leading companies like Mercedes-Benz, Toyota, Volkswagen, Tesla, Volvo, and Bosch to adopt AI to enhance the customer experience and drive innovation.
2. **Benefits of AI:** AI has improved road safety through systems like lane departure warning and autonomous emergency braking, enabled predictive maintenance through IoT, enhanced driver experiences with personalized infotainment, and paved the way for autonomous driving, reducing accidents and increasing mobility.
3. **Cost Savings:** The automotive industry benefits from AI by optimizing manufacturing processes, improving supply chains, and reducing costs throughout operations, from design to production.
4. **AI Use Cases:** AI is applied in driver assistance, autonomous vehicles, driver monitoring, manufacturing, personal assistants, passenger experiences, supply chain management, automotive insurance, quality control, connected cars, and design, transforming various aspects of the industry.
5. **Leading Companies:** Prominent companies like Tesla, BMW, Waymo, and Nvidia are actively utilizing AI solutions to develop self-driving capabilities, improve vehicle development, and enhance driver experiences.
6. **Future of AI in Automotive:** AI is reshaping the automotive industry, with AI-enabled vehicles offering features like autopilot, voice assistants, and advanced safety measures. It's predicted that AI will be pervasive in vehicles, with about 90% of vehicles having AI systems by the end of the decade, driving significant market growth.
7. **Market Growth:** The global automotive intelligence market is expected to reach \$74.5 billion by 2030, showcasing the rapid expansion and adoption of AI in the industry.



## Key Takeaways...

AI is revolutionizing the automotive industry, leading to safer, smarter, and more efficient vehicles, with continued growth expected in the future. Learn more on [How is AI Transforming the Future of the Automotive Industry](#) and which companies are already adopting this new technology.

# AI: HOW ARTIFICIAL INTELLIGENCE CAN ASSIST YOUR DEALERSHIP

OEMs and dealers are already using AI to assist with vehicle production, research, customer support, and automated marketing. Check out some ways AI is already being implemented for automotive.

### Top Automotive Applications

1. **Autonomous Vehicles:** Perhaps the most well-known application of AI in the automotive industry is the development of autonomous or self-driving vehicles. Companies like Tesla, Waymo, and Uber are using AI to interpret sensor data, make real-time decisions, and navigate roads without human intervention.
2. **Predictive Maintenance:** AI is being used to predict when vehicle parts may fail or need to be replaced. By analyzing data from the vehicle and comparing it to historical data, AI can predict potential issues before they become serious problems, saving time and money.
3. **Personalized Marketing:** Car manufacturers and dealerships are using AI to personalize their marketing efforts. By analyzing customer data, AI can predict what kind of car a customer might be interested in and tailor marketing messages accordingly.
4. **Vehicle Manufacturing:** AI is being used to improve the efficiency and safety of vehicle manufacturing. For example, AI-powered robots can perform complex tasks that require precision and consistency, while AI algorithms can optimize the manufacturing process to reduce waste and improve quality.
5. **Supply Chain Management:** AI is being used to optimize supply chain management in the automotive industry. This includes predicting demand for different models and parts, optimizing routes for delivery, and managing inventory.
6. **Chatbots and Virtual Assistants:** Many automotive companies are using AI-powered chatbots and virtual assistants to improve customer service. These can answer customer queries, schedule appointments, and provide information about vehicles 24/7.
7. **Safety Features:** AI is being used to power advanced safety features in cars. This includes adaptive cruise control, lane departure warnings, and automatic emergency braking. These systems use AI to interpret sensor data and make decisions to prevent accidents.
8. **Connected Cars:** AI is being used in connected cars to provide a more personalized and convenient driving experience. This includes learning a driver's preferences and habits, and adjusting settings (like seat position, music, and temperature) automatically.

Automating dealership processes using ChatGPT can enhance efficiency, improve customer service, and streamline operations. **Below are options on how dealerships can utilize ChatGPT for automation:**

#### **Automate Customer Support**

1. Implement ChatGPT as a virtual customer support representative.
2. ChatGPT can answer FAQs and provide real-time assistance to customers.
3. Integrate with dealership websites and social media platforms.

#### **Personalized Sales Experience**

1. Utilize ChatGPT to interact with potential buyers on dealership websites.
2. Collect customer preferences and requirements through conversational interactions.
3. Recommend suitable car models based on the customer's input.

#### **Streamline Vehicle Information**

1. Train ChatGPT to understand and answer queries about specific car models.
2. Provide detailed information on pricing, features, and specifications.
3. Assist customers with comparing different models and trim levels.

#### **Automate Appointment Scheduling**

1. Use ChatGPT to automate the process of scheduling test drives and service appointments.
2. Integrate with dealership databases and calendar systems.

#### **Follow-up and Feedback**

1. Automated post-purchase follow-up to ensure customer satisfaction.
2. Send personalized thank-you messages and request feedback.
3. Address negative feedback and escalating issues to human representatives.

#### **Assist Sales Representatives**

1. Empower sales representatives with ChatGPT to provide quick access to information.
2. Answer complex queries and handling objections during sales interactions.

## **AI TOOLS FOR AUTOMOTIVE**

#### **Genius A.I.**

Genius, a generative AI assistant, is seamlessly integrated into the DriveCentric CRM and equipped with vast industry knowledge. Genius can communicate independently with current and potential customers to qualify leads, schedule appointments, save deals, and even more as the technology progresses:

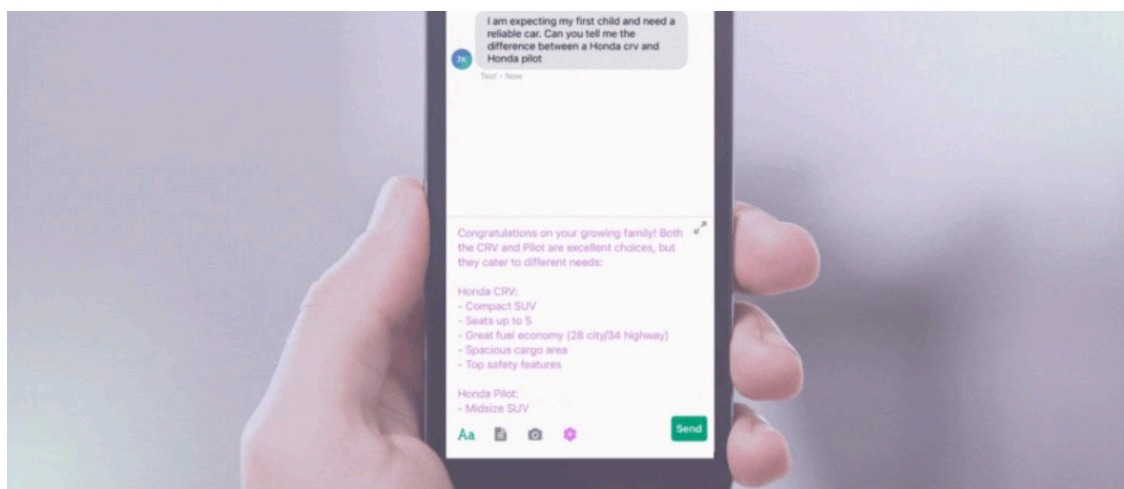




## Genius Reply

And now your team can sound like a "Genius" in one click.

- Genius Reply is built directly into DriveCentric's conversations platform.
- Turn your team member's messages into professional responses.
- Click the button and watch the "magic" happen as Genius Reply generates a response to your customer's last question/statement.



## Key Takeaways...

Chat GPT is more than a tech buzzword – you can use it, today, to help guide your sales processes, gain confidence with customers, and provide recommendations for service. Get familiar with this important and useful tool instead of being afraid of it.

# NOTES

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# AUTOMOTIVE UX BEST PRACTICES

## HOMEPAGE

### Mobile:

- Ensure clickable items are appropriately sized for mobile screens.
- Avoid pop-ups that block key calls-to-action (CTAs); users should initiate them voluntarily.
- Remove small, hard-to-read banners and position primary CTAs above the fold to reduce scrolling.
- Make "Call" and "Directions" buttons prominent and easy to click.

### Desktop:

- Keep the layout clutter-free, with only essential CTAs that lead to hard conversions.
- Search bars should provide clear, specific directions and be feature-rich (e.g., filters for year, make, model).
- Ensure key information and CTAs are visible above the fold.
- Use clear, action-oriented CTA language (e.g., "Shop New Cars" vs. "New Inventory").
- Avoid outdated elements (e.g., web sliders) and overlapping clickable items.
- Minimize unnecessary clicks to improve the user's journey.

## NAVIGATION

### General:

- Streamline the user journey by reducing unnecessary clicks. Key CTAs like "Maps & Directions" should lead directly to the relevant page.
- Ensure all links are functional and do not contain outdated information.

### Desktop:

- Avoid hamburger menus; main navigation items should be easily accessible at the top of the page.
- Links should open in new tabs or pop-out windows to keep the main page active.

### Mobile:

- Ensure clickable elements are properly sized for smaller screens.
- Include "Click to Call" and "Directions" CTAs prominently in the main navigation.

#### **General UX:**

- Avoid redundant navigation links that lead to the same destination. Each link should serve a clear purpose.
- Key departments like Service and Finance should have dedicated links or dropdown menus.

## FORMS AND LANDING PAGE

#### **Form Optimization:**

- Pre-populate forms with relevant vehicle information when a user initiates an action like booking a test drive.
- Remove intimidating legal verbiage from low-commitment forms (e.g., "Request Information").
- Make sure all form pop-ups are functional and easy to use.
- Only collect necessary information, respecting the user's reluctance to share excessive personal details.

## CALLS TO ACTION (CTAS)

#### **Effective CTAs:**

- Focus on high-performing, action-oriented CTAs (e.g., "Get E-Price," "Value My Trade").
- Ensure that all CTAs are linked to functional forms and work as intended.
- Simplify the finance application experience by guiding users step-by-step.

## SEARCH RESULTS PAGES (SRPS)

#### **Design:**

- Avoid large banners or images above the inventory that push listings below the fold.
- Ensure pricing is clear, transparent, and easily understood.
- Prioritize key CTAs like "Get Price" and "Calculate My Payment" to make the next step clear for users.
- Organize information in clean, stackable sections (e.g., details, pricing, CTAs in separate columns).
- On mobile, use a layout tailored to mobile shopping behavior, minimizing unnecessary information and white space.
- Consolidate filter options into a hamburger menu on mobile to save screen space.

## VEHICLE DETAILS PAGE (VDPS)

#### **Best Practices:**

- Avoid auto-opening forms, as they reduce the user's control over their experience.
- Highlight pricing information prominently, as this is often the key data users seek.
- On mobile, keep the layout simple and minimize white space to reduce scrolling.
- Avoid redundant CTAs that lead to the same destination, streamlining the user's decision-making process.

**INTERESTED? LET'S TALK**  
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# NOTES

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