

CASE STUDY

# AUTOMATED MARKETING MADE PERSONAL

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



**Automotive**  
MARKETING PLATFORM  
Powered by VinSolutions

# OVERVIEW



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

Justin Harmon  
Marketing Director | Eide Automotive Group

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

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

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

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

- Simplify complex email marketing tasks
- Personalize mass email marketing efforts
- Ensure successful sales follow-up with comprehensive CRM integration
- Maximize return on marketing investment

## CHALLENGE

# Simplifying the Complex

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

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

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

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



## CHALLENGE

# Personalizing the Impersonal

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

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

**"With the platform's approach to analyzing customer behavior, it can predict the best time to send a specific campaign. This is especially advantageous if you have a large database of contacts that haven't received much communication from the dealership."**

Automotive Marketing Platform has enabled Eide to target smaller segments of customers. For example, the dealership has been able to target service customers that haven't been back to the dealership for a certain length of time. **This helps Eide reach out to a sometimes overlooked customer segment, deliver specific offers and messages relevant to them, and bring in additional revenue.**

"In today's modern world, the message has to be very, very relevant. It has to be important to the customer. Automotive Marketing Platform help us produce campaigns that are more effective and more relevant."

Justin Harmon  
*Marketing Director | Eide Automotive Group*



**"Marketing our service department has been one of those things I haven't been able to do on a consistent basis, or at least nowhere near the amount that I would like to," Justin said.**

**"Automotive Marketing Platform has helped me solve for that pain point with a more consistent service department message for our stores."**

## CHALLENGE

# Integrating with Existing Processes

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

**Having this comprehensive, individualized marketing record within the CRM, instead of a separate marketing tool, facilitates communication and makes work easier for sales and marketing.** Since implementing Automotive Marketing Platform, Justin has seen great improvement in the speed and quality of the sales staff's follow-up on marketing leads.

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

**"The integration helps us move the process forward and helps guide that customer into a new or used vehicle. And it creates a much better level of accountability between salespeople and managers."**



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

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

## CHALLENGE

# Maximizing Return on Investment

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



“Since implementing Automotive Marketing Platform, the managers and I have noticed more email activity in our CRM. Most importantly, that **email activity is creating opportunities for our sales and service departments.**”

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



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

“This platform is creating opportunities for our stores. It’s allowing us to reach our customers in a **more effective manner**, whether in terms of sales or service. It makes me feel good to know that when these campaigns are being deployed, they are **relevant to our customers.**”



“It makes me happy to see the efforts we are making actually **generating results for our stores.**”

“Ultimately, we want customers to visit our website and fill out a lead form, and **Automotive Marketing Platform is doing that for us.**”

Justin Harmon  
Marketing Director | Eide Automotive Group

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