



ESSENTIALS

TARGETED, MULTI-CHANNEL CUSTOMER MARKETING.



BOOST YOUR SERVICE RETENTION AND ROI

Increase the overall lifetime value of customers by up to 21 percent with this new retention strategy.

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HOW EFFECTIVE IS YOUR CAMPAIGN?

Explore the three metrics our dedicated data scientists use to continuously optimize every Essentials™ communication.

[SEE THE KPIS](#)



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4 Reasons to Add Direct Mail to Your Triggers

Direct mail is your secret weapon for reaching and engaging more customers.

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- For Easier Marketing, Pull the Trigger
- Give your Customers the Experience they Crave
- Incoming! Why Every Phone Call Should Be Treated as Mission Critical.

How does it work?

- Customer Marketing
- Lane Management
- Equity Marketing

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877-850-2010

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How Effective Is Your Campaign?

There's a famous quote from marketing pioneer John Wanamaker: "Half the money I spend on advertising is wasted; the trouble is I don't know which half." AutoLoop Essentials changes all of that. With a team of dedicated data scientists and creative experts, all campaigns are tracked, analyzed and continuously optimized.

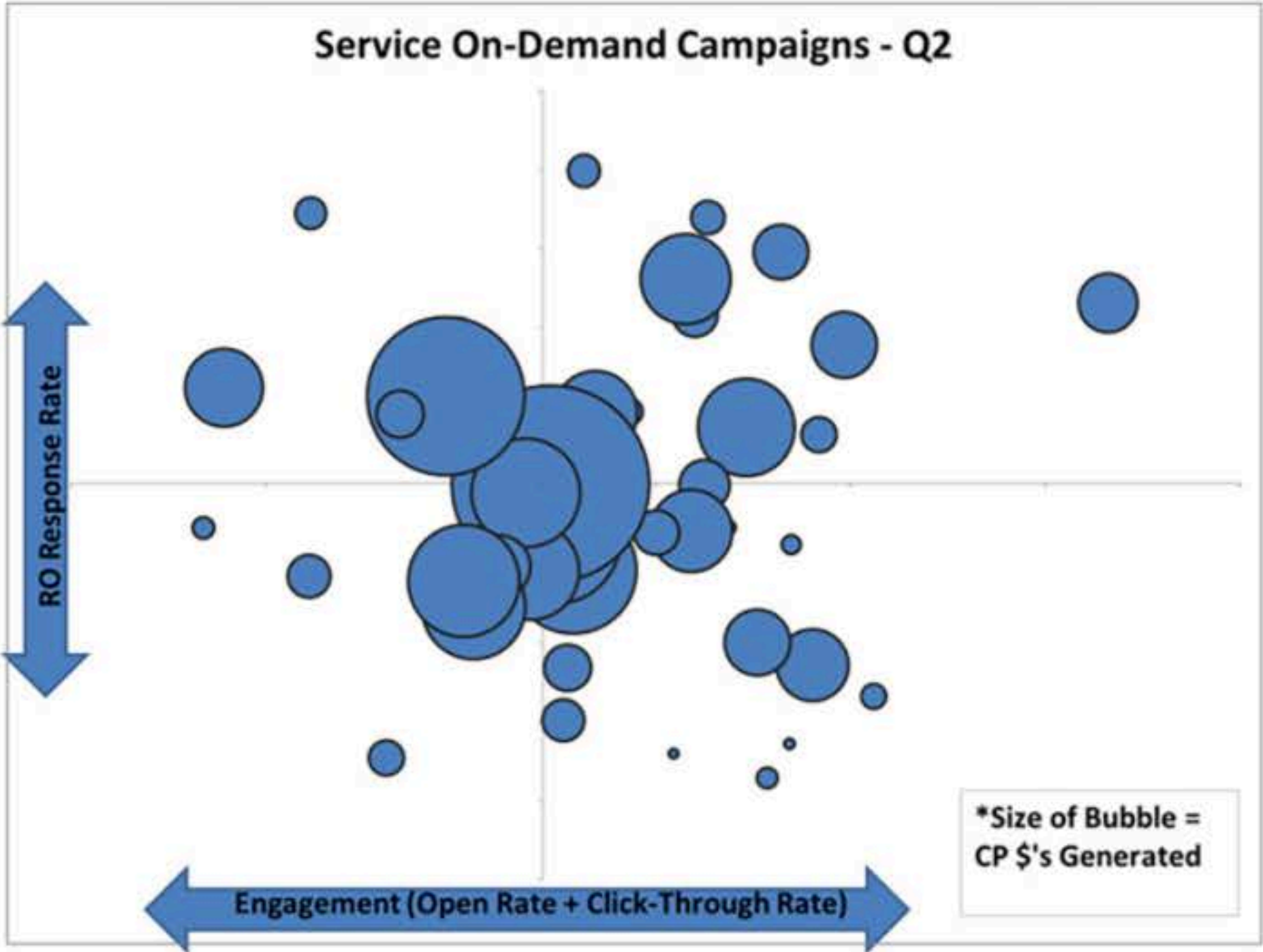
Evaluating a campaign

Many marketers focus on one metric at a time when evaluating campaign success. Was it successful at the end of the day? Or, did the campaign drive a lot of revenue/profits for me? Did it have a good response rate? And if we're exclusively looking at email, did people engage with it (open it, click it)? The issue here is a campaign could move the needle on one metric, but fall flat on another.

At AutoLoop, we're constantly evaluating thousands of dealers' campaign activity and trying to determine which ones are successful. Our experts measure performance by looking at three Key Performance Indicators (KPIs):

- Did it drive a lot of revenue/profits?
- Did it persuade targets to make a purchase?
- If it was email, did it have good open/click-through rates?

Then we plot the KPIs to compare the performance of all the campaigns in a date range, like this:



The position and size of the bubbles measures each of these KPIs:

- Engagement:** the combination of an email's open and click-through rates. These tend to line up with actual response rates and indicate the real-time success of your campaign.
- Response rate:** of all the customers who received a communication, how many generated an RO or a deal? While engagement is a strong measure of email performance, the response rate helps you understand all media's impact on your success.
- Customer pay on service:** the more requests we have for any given template, the more revenue it should generate. The total customer pay on service or gross profit on sales is a great indicator of "end-of-day" success. It's also especially important to us because it's a reflection of dealer excitement or demand of a particular template.

Our team continuously gathers and analyzes data to fine-tune our marketing tactics and bring you fresh creative that's proven to deliver. You can use the exact same data to refine your own marketing strategy. Talk to your Performance Manager about having AutoLoop measure your KPIs to maximize your ROI.

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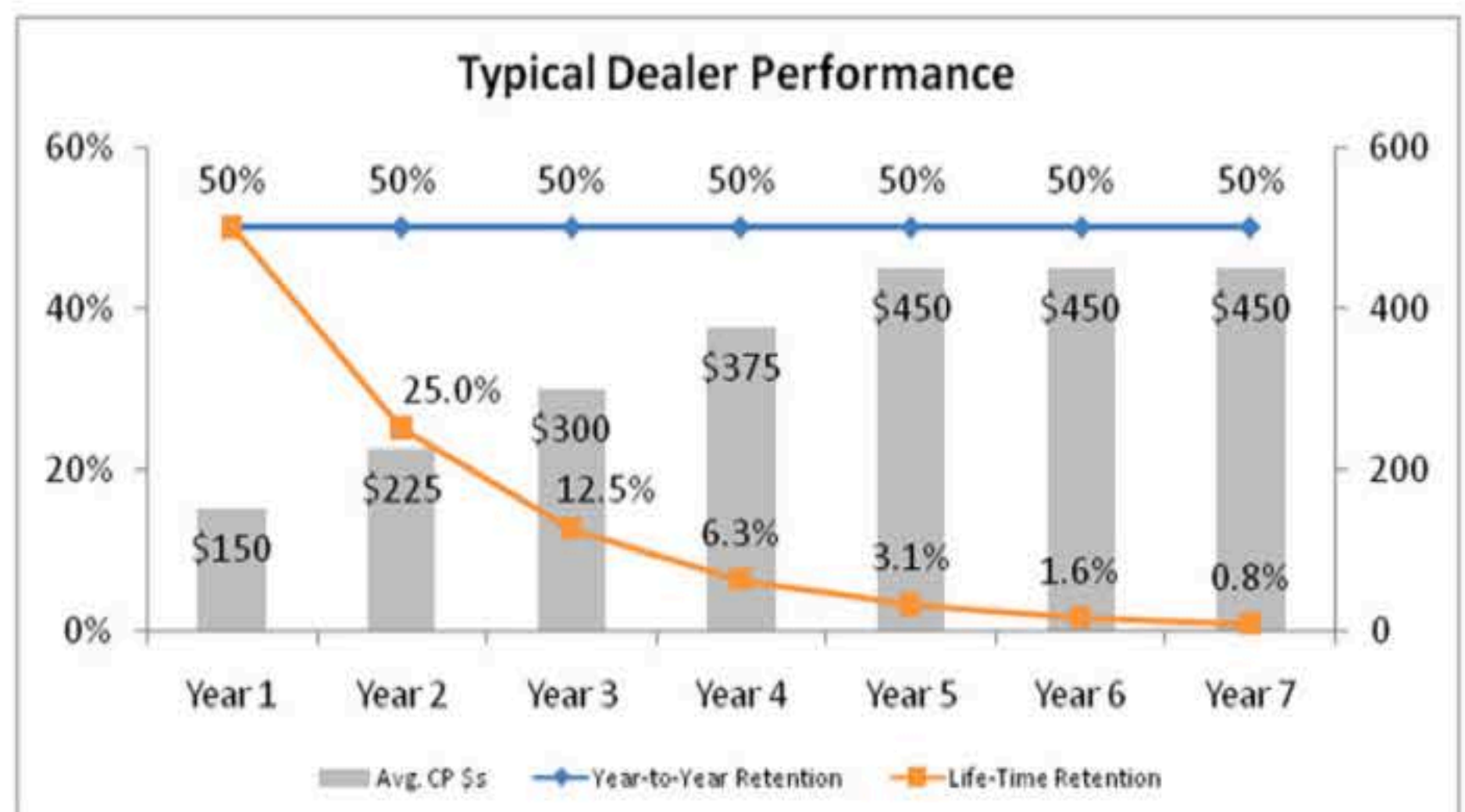
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Boost Your Service Retention and ROI

It takes fewer resources to retain customers than to attract new ones—it's a fact of doing business. But what you may not realize is that some of your existing customers may be more worthwhile than others. A new study of AutoLoop stores reveals that re-allocating your resources could **increase the overall lifetime value of customers by up to 21 percent**.

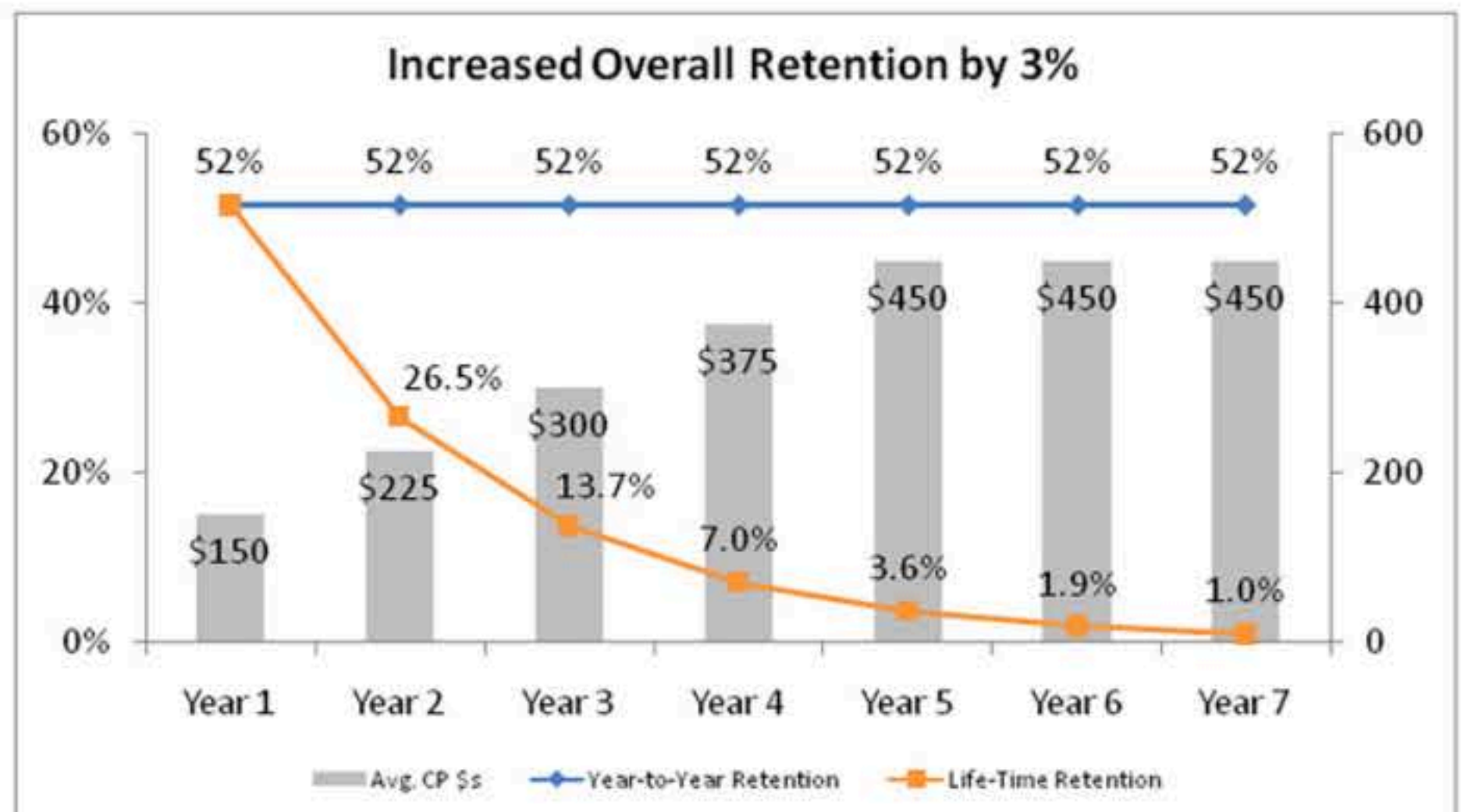
Declining retention over time

On average, only about 50 percent of your customers will return year after year. That means 1,000 customers in the first year will have dropped to just seven customers by Year 7. In fact, three years in, you will have already lost almost 900 of the original 1,000 customers.



Overall retention strategies: should all customers be treated equal?

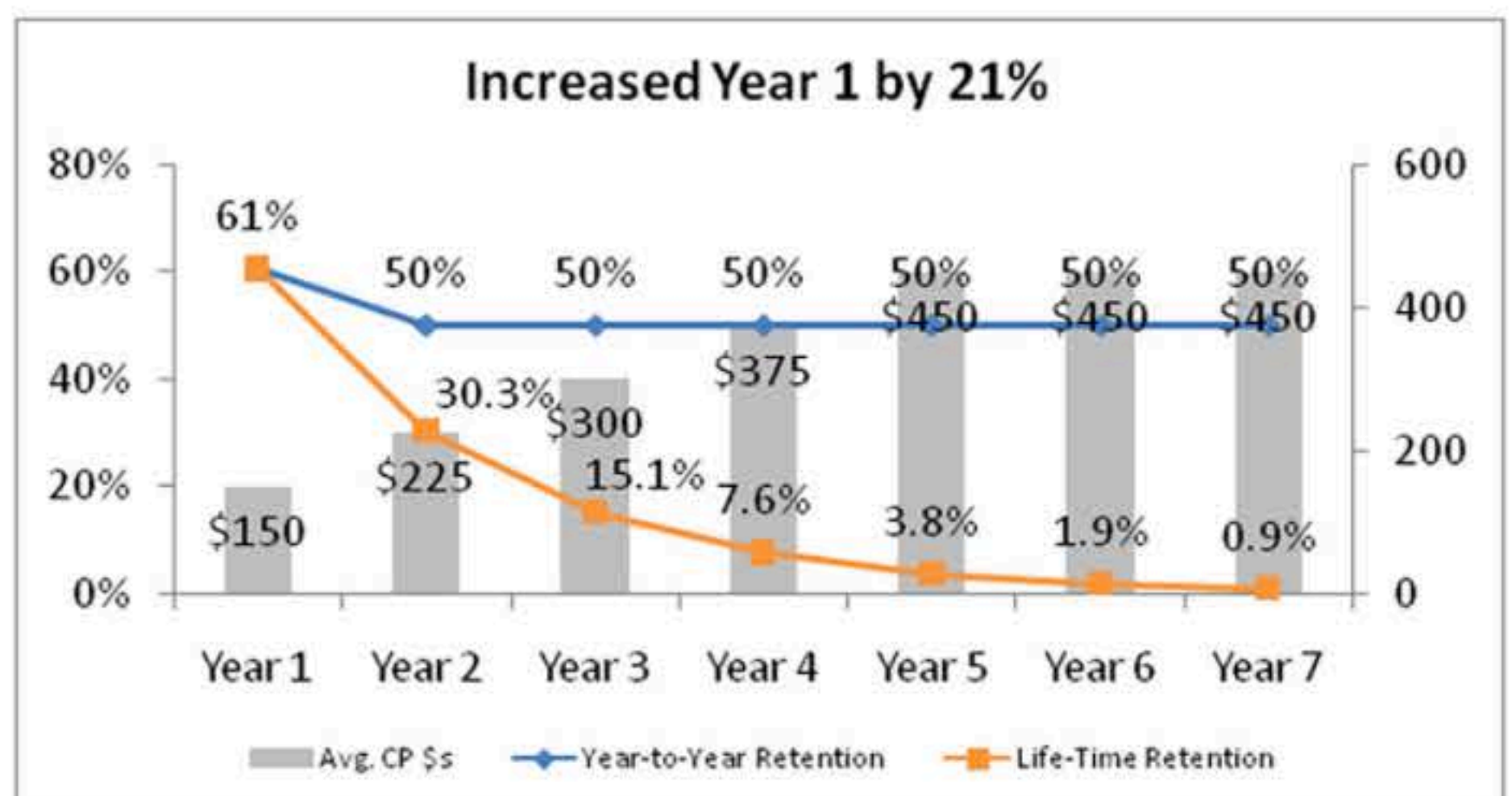
With the goal of keeping as many customers as possible, most dealers focus on overall retention. They put as much into keeping 1-year-old customers as they do 6-year-old customers. However, our findings suggest this might not be the best strategy—the overall retention rate only increases from 50 percent to 52 percent.



That small uptick spreads your resources far too thin for too little ROI. The customers you worked so hard to keep will only end up spending about eight percent more.

Narrow your focus to maximize your ROI

Rather than casting a wide net, let the lifetime value of customers drive retention efforts. If most of your customers leave by Year 3, concentrate your efforts on retaining Year 1. Our analysis says this can **lift retention up to 10 percent**, and keep more Year 1 customers coming back in Year 2 and beyond.



Best of all, these customers will continue to spend more and more over the course of a lifetime.

Ready to shift your focus? AutoLoop Essentials can help. Discuss a plan to retain more Year 1 customers with your Performance Manager. They'll review your life cycle communications, including first-appointment follow-up, and discuss how a loyalty program can help optimize your new retention plan.

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4 Reasons to Add Direct Mail to Your Triggers

Customer reach is essential to retention: the more customers you reach, the greater opportunity you have to build loyalty and grow long-term revenue. AutoLoop Essentials makes it easy to create a more successful cross-channel marketing strategy through your automated trigger communications.

4 Reasons to Add Direct Mail to Your Triggers

1. **Consistent engagement.** Generally, a dealer only collects about 60 percent of their customer base's email addresses. Turning on additional media (i.e. direct mail) enables you to reach the additional 40 percent—a cross-channel approach is the best way to ensure that no one slips through the cracks.

2. **Supporting offers.** Every day, customers receive many coupons and discounts from various media. When these offers are irrelevant, they are more likely to be discarded. The same holds true for contradicting offers. When a customer receives and redeems an email coupon for new tires and then gets a mailer on current trade incentives a day later, it's not only irrelevant, it gives them the impression that you don't understand what they're looking for at all.

Sending consistent offers through automated communications shows customers that you truly understand their needs, and using multiple channels helps you stay top-of-mind while aligning with their communication preferences.

3. **Cohesive branding.** A customer should never sense a disconnect between marketing media. And they definitely shouldn't feel like your email and direct mail triggers are coming from two different dealers.

Regardless of the medium, your communications should always have the same look and feel. Of course, all touch points should adhere to your OEM brand standards, but they should support your store's individual identity as well. This means using the same logo, a consistent voice and a fresh (but familiar) design.

4. **Seamless integration.** Direct mail is available for the automated trigger email communications you're already running. To add these to your marketing mix, just reach out to your Performance Manager today.

For more information or ideas on how to expand your customer reach, contact your Performance Manager.