



**Client Command harnesses shopper intelligence and marketing automation to facilitate early and on-target engagement with new shoppers, personalizing their buying experience and driving increased sales and a higher gross profit per car.**

Each year, I have the opportunity to talk to hundreds of dealers across the US and Europe. Throughout my long involvement in the auto industry, I still am bombarded with the same questions: *"How do I know my marketing is working? Am I reaching the right shoppers? How can I effectively grow sales and profitability?"*

More than ever, dealers are adamant in their search for the *correct* marketing attribution to the sale. With lower margins and a predicted decrease in new car sales, dealers are laser-focused on being efficient with their ad spend. Dealers need to AVOID WASTE and put their dollars where they produce measurable results delivering showroom traffic and a resulting sale.

80% of shoppers use third-party sites during their vehicle search<sup>1</sup>. The number of dealerships visited by shoppers continues to decline; 1/3 of all car buyers now only visit one dealership and nearly half of all shoppers take *less than 30 days* to research and purchase their vehicle<sup>1</sup>. With those figures in mind, it makes fiscal sense to capture the attention of conquest *and* retention shoppers as early as possible in their journey.

There are numerous marketing models that focus on low funnel shoppers. But think about their impact on gross profits. Wouldn't the dealer have a keen advantage as the first one to know when a shopper entered the marketplace? Take note that only 1 out of 3 shoppers know the make and model they want<sup>1</sup> and 36% of new-car buyers ultimately choose a brand they have never owned before<sup>1</sup>. A small window of time exists for the dealer to influence that purchase choice! Why wait until the 'last mile' when the shopper has already made their decision and is searching for the *cheapest* deal?

This Research Report provides insights on how Client Command is using artificial intelligence, equity mining, and predictive analytics to respond to the dealer's need for real-time, personalized shopper information, including their search patterns and contact information. The need for speed has become mandatory for dealers and Client Command delivers product-specific, dealer-specific, consumer-specific communication with highly relevant shoppers at all points in their 30, 60, or 90-day journey.

## Foreword

Dealers, what if you didn't have to guess about *who* was shopping for a vehicle in your local market? What if you knew, in real time, what vehicles the shopper was considering, how long they had been in-market, and what attributes were important to them? I have heard dealers say: "The first person to the shopper is the one that develops the relationship." What if you could make that call *before* the shopper has submitted a lead, to you or another like-model dealer or a competing brand? Early in the process, you have an opportunity to influence brand and model; maybe even style. Once the shopper is in-market, you are 'on the clock,' which is critical because approximately 50% of used-car buyers and 44% of new-car buyers are now spending 30 days or less in-market<sup>6</sup>.

How old is the data that you bought or that you use in your marketing investments? 30-45 days old? Or perhaps you don't even know? Receiving information that is 45 days old makes a dealer's task infinitely more difficult, more expensive, and for the new car buyers identified above as in-market for 30 days – your expenditure was entirely wasted. Dealers could be paying for the same customer multiple times – anonymity can cost the dealer significant ad dollars – a loss they aren't able to track.

The 2019 Car Buyer Journey, as defined by Cox Automotive, shows car buyers are spending 61% of their total shopping time online, up from 57% two years ago, but only 5-15% of website shoppers now leave a lead. When I was talking with the dealers who use the Client Command product, I specifically asked them about their website leads. Consistently, they said they are going down. Consumers do their research online, make their decisions (as anonymously as possible) and then visit the dealership, test driving to solidify their decision or, in many cases, only coming in to negotiate their final deal. The wealth of information provided on a Vehicle Detail Page (VDP) today naturally reduces leads.

eMarketer noted that one of the top six trends for successful businesses is **Personalization**, with goals to "achieve a deeper connection, greater relevance, and stronger loyalty." Their survey focused on areas such as: tailoring communications based on previous interactions, using analytics to identify individual trends and patterns of customer behavior; and - here is one item auto dealers should pay attention to - *reacting to real-time interactions*<sup>3</sup>. All of these functions are prevalent in Client Command's newest AI product.

*"We are extremely proud of our patented technology with the most robust data engine in the industry. It's exciting what we deliver to dealers: shopper ID, responsive messaging, multi-touch attribution, and ROI reporting. It's hard to believe that dealers are still spending millions of ad dollars on anonymous cookie-based targeting."*

**Greg Geodakyan, Chief Product Officer**

Shoppers have significantly rewritten the process of researching and purchasing a vehicle. Technology exists to help dealers adjust to this evolution and capitalize on valuable information that can change the way they market. Dealers must evaluate these opportunities and take advantage of new technologies that will target relevant customers, and create incremental growth; by saving time, avoiding waste, and increasing gross.

## Executive Summary

Client Command falls into the category of a data marketing company. But don't be fooled by that label, the company has differentiated itself in many arenas that truly make a bottom-line difference to the dealer.

Client Command has eliminated the anonymity of the search through shopper identification. Maintaining profiles on over 224 million US car owners, they merge online and offline identity data sources to create a 360° profile on each shopper – currently there are 7.7 million Active Shoppers in a 30-day period. Client Command monitors 91% of the connected devices in the US (an average of 8 devices per person) and over 60 billion pages of content so they know when, and on what device, a shopper is displaying active shopper tendencies whether they are at work, at home, or on the go. This online search data is matched with 30+ years of historical identity attributes, 180 million+ VIN numbers, and 97.5 million identity updates. This is truly a robust platform that provides the ability to deploy identity-based marketing and messaging to an Active Shopper™ – **whether the dealer has done business with them in the past or not.**

Client Command has this philosophy: Start with the shopper, not the car. So, while other companies or third-party vendors are focused on shoppers searching just for a specific make/model, Client Command is different - building a shopper profile for each of the dealer's prospects. So marketing is not limited to someone who has searched for a Buick Encore. Instead, it encompasses everyone who is searching, or who has recently searched, for autos that match the buying profile for all vehicles **similar** to the Encore.

It's impressive to look at the Active Shopper™ map. The dealer can click on a GPS-coordinated blue dot that will then display that there is a connected device online at 15 Willow Street searching primarily for a new Lincoln MKC. Drilling into the profile shows that today is the third day that shopper has been in market; that they are also considering the Infiniti QX 30 and Lexus NX 300. It also reveals the intensity of the shopping behavior. A larger view of the 15-20 miles surrounding a dealership can almost be overwhelming with the 'blue dot activity' of all of the online auto searching activity taking place in real time. Client Command's AI-powered shopper identification technology is continually matching that activity with identity data, and where legally permissible, begins marketing right away. This real-time identification and matching scenario represents enormous opportunity, both conquest and retention, that, in most cases, is being missed by dealers. Some dealers may be using DMS data that is 3-5 years old, wasteful of their time and money.

Now, let's talk about touchpoints. Data leveraged across the industry estimates that it takes about 24 touchpoints to deliver the sale<sup>5</sup>. Client Command is a marketing company offering a myriad of customizable communication tools which include display, direct mail, email, social, and their national BDC for personal phone outreach. And all of these touchpoints are tracked and analyzed on the back end. It answer the key questions: *Did the customer engage and in what way?*

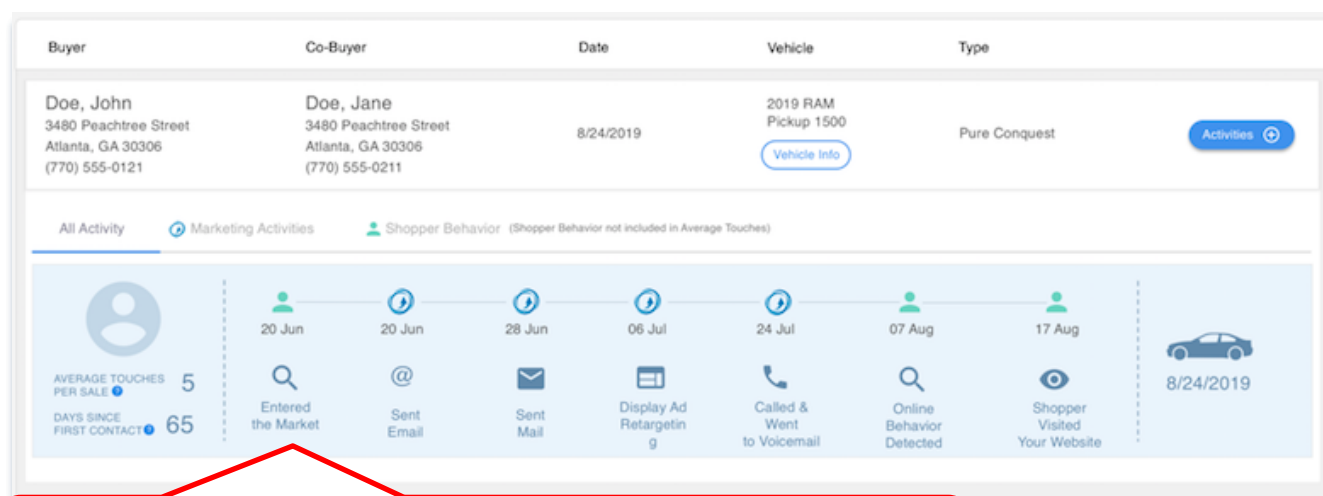
Client Command has been working in the auto industry since 1999 with thousands of dealer partners. Their AI-powered technology launched in 2014 and the 'wow' moment occurred when they paired that with the Active Shopper Network™ in 2017, opening a new world of 1:1 omni-channel marketing opportunities for dealers. Hundreds of dealers have adopted this newest SaaS platform and are reaping the benefit.

## Patented Process

After looking at some of the unbelievable ROI achieved by the dealers I interviewed, it's certainly understandable that Client Command would have a keen focus on patenting their process. When this Research Report was first published in early October 2018, Client Command had just been awarded their patent. Their key differentiator is being focused on **PEOPLE** – Not just cookies from online data, and not just registrations from an offline process. They marry the two to create the Active Shopper Profile, using that data to deliver relevant and personalized marketing to the individual shopper. The dealer is provided easy-to-use reporting that shows the touchpoints that influenced the sale – all the way from the shopper entering the market down to the moment they purchase.

Client Command markets until the shopper stops shopping, NOT just because a dealer bought X number of impressions. Dealers should note the difference here: Client Command is in the business of helping the dealer sell cars, not the business of selling media.

People-based attribution reporting is so much more revealing than impression-based reporting. Client Command identifies the in-market shopper, determines if they are engaging with the dealer's message, whether they bought a car, and if they bought it from this dealer.



Note the timing of the shopper outreach that occurred from June 20 when the shopper entered the market until the dealer's website is visited on August 17.

As a company who has access to limitless data, Client Command is very adamant that they maintain and nurture their reputation as a privacy-compliant company who handles data in an ethical and legal manner. This focus protects both the dealer and the consumer. Every day, there continues to be increased focus around data privacy, whether it's Facebook, Google, or any number of corporations who maintain records about customers who interact with them. The public and the government are demanding stricter controls.

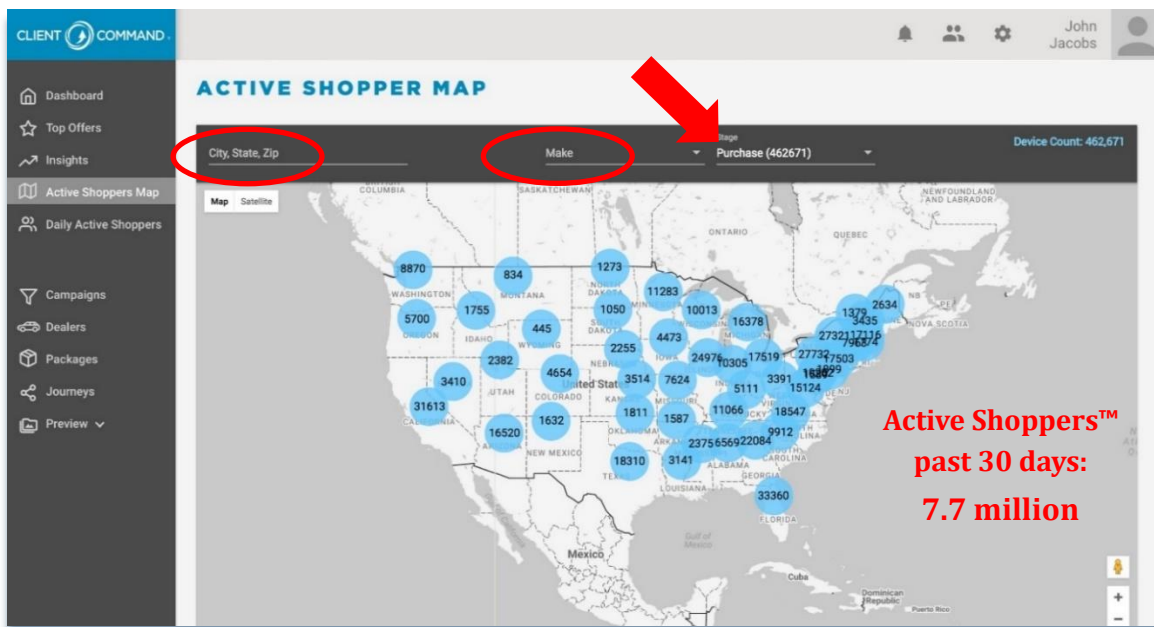
## What is the Active Shopper Network™?

Client Command is monitoring online activity on 91% of available internet-connected devices and matching it with over 224 million potential car buyers. The previous day's shopping activity is updated every day. This fresh information is fed into the system for dealers to view, and it is incorporated instantaneously into the dealers' campaigns. In the Active Shopper Network, 1 in 8 are going to buy! Compare that to mass media where 1 in 50 is likely the ratio. Here is an opportunity to eliminate 'blind marketing' and wasteful spending.

The Active Shopper™ profiles not only include the identities and detailed contact information for those in their auto search process, but encompass demographics including lifestyle, current vehicle, household income, education, family size, and behaviors. Each time the shopper enters the marketplace, their profile is updated. Their Active Shopper™ score accelerates, their days in market grow, and fresh data is gathered about the vehicles they have searched and where they are shopping.

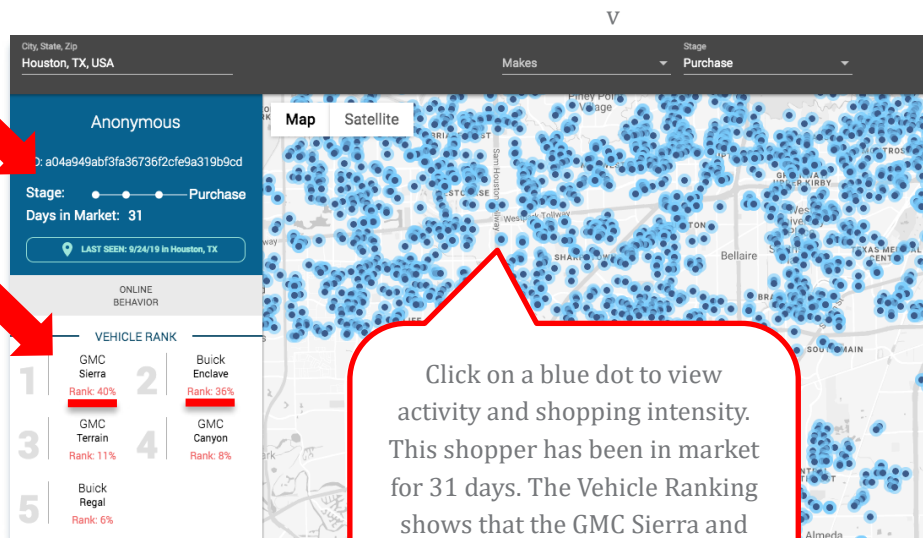
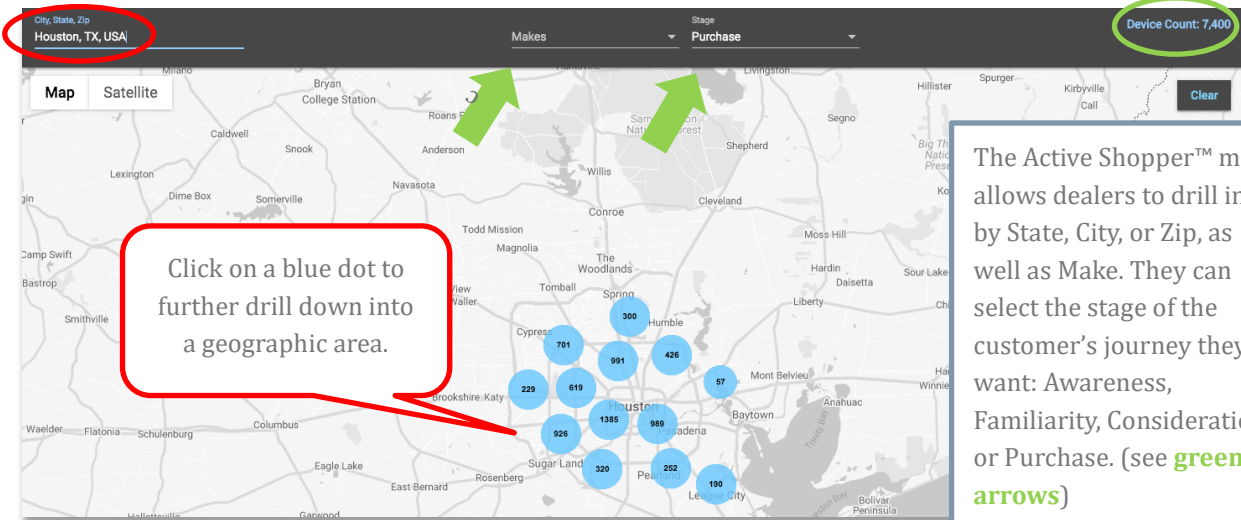
The AI marketing technology uses the constantly-refined profile of the shopper, *not just the make and model they searched*, to find matches for the campaign outreach. Remember that the dealer has created a **buyer profile** for each of his products which is brand- and model-agnostic. The AI search successfully pairs these detailed online profiles with a good match for their specific inventory and offers. The majority of consumers who walk into a dealership purchase a different car than they researched online so profiles make sense!

On a daily basis, there are 5.6 million Active Shoppers across the US, a tremendous increase from the 2.5 million Active Shoppers™ in the system last year. As Client Command's technology continues to diversify and innovate its data engine, the growth of the Active Shopper Network™ accelerates. This US map allows dealers to choose the 'stage of the search' (see **red arrow**) and any geographic area for further inspection.





## CLIENT COMMAND: RAISING THE BAR FOR AUTO MARKETING



When Client Command technology identifies behaviors that indicate a shopper has entered the auto marketplace, their profile is immediately updated with an Active Shopper™ score and the details of their online actions. There are scores of algorithms that help Client Command determine if a shopper is truly 'in-market.'

No more wasting ad budget on the individual who is just kicking tires. Identifying the in-market shopper, the AI takes over and starts matching them to the dealership and then to inventory and down to the specific offer that is the best - within 24 hours they can begin to receive personalized marketing messages! When identity-based marketing is permissible, Client Command has the ability to send specific messages to these potential buyers. An important side note: Client Command works with their dealer/partners to avoid marketing to the same shopper for competing dealerships – an interesting differentiator from third-party marketing lists.

## Active Shopper™ Cards

Client Command analyzes 60 billion pages for contextually relevant content in order to understand the intent behind each Active Shopper's™ visit to that page. Once identified as in-market, Client Command deploys an engagement strategy. The Active Shopper™ Card quickly displays all the relevant information about the individual: purchase intensity (0-5), top five preferred vehicles, last activity date, stage, days in market, their trade-in (if known), and a detailed activity feed. Clicking on the Activity Feed tab will show which product was marketed to them and their last car purchase or service. When the shopping intensity reaches its peak, the Client Command portal alerts the dealership of this sales opportunity.

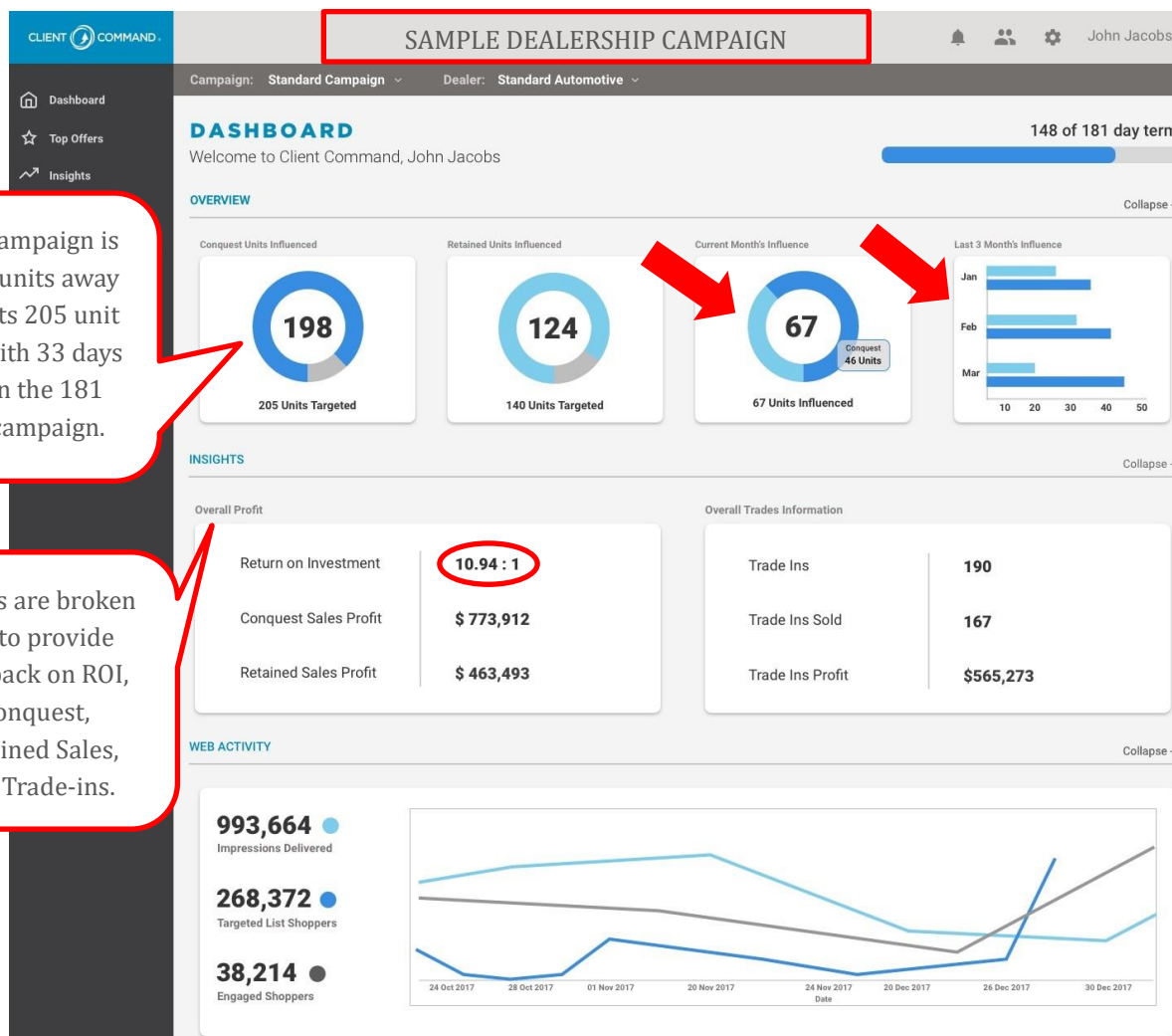
The screenshot shows the Client Command dashboard for 'Anytown Motors'. It features four Active Shopper cards. Jose Linda's card shows a list of received emails and mailings with dates. Carol Pan and Frank Aaronson's cards show vehicle ranks for various models. Joanne Martin's card shows a detailed vehicle history record. Annotations include a green arrow pointing to the 'Activities' tab on Jose Linda's card, red circles around the 'Online Behavior' tab on Carol Pan and Frank Aaronson's cards, and a blue arrow pointing to the 'Vehicle History' tab on Joanne Martin's card.

The **green arrow** illustrates the touchpoints that have occurred with 'Jose Linda,' including the dates of the emails and mailings he received.

While the two center Active Shopper cards illustrate shopping preferences based on Online Behavior (see **red circles**), the **blue arrow** indicates a record that is pulled from the dealer's DMS. Joanne Martin has been in the market for 41 days, and here is her matching record that shows her vehicle's history. This trade-in information can be valuable in generating an offer which may be even more relevant to the shopper.

## Dashboard

Dealers will appreciate being able to monitor a transparent view into the ROI of each campaign during its progress. In addition to ROI, dealers can see how many units have been influenced (see **red arrows**) by their Client Command campaign and any related trade-in profit gained from those sales.



This campaign is just 7 units away from its 205 unit goal with 33 days left in the 181 day campaign.

Profits are broken out to provide feedback on ROI, Conquest, Retained Sales, and Trade-ins.

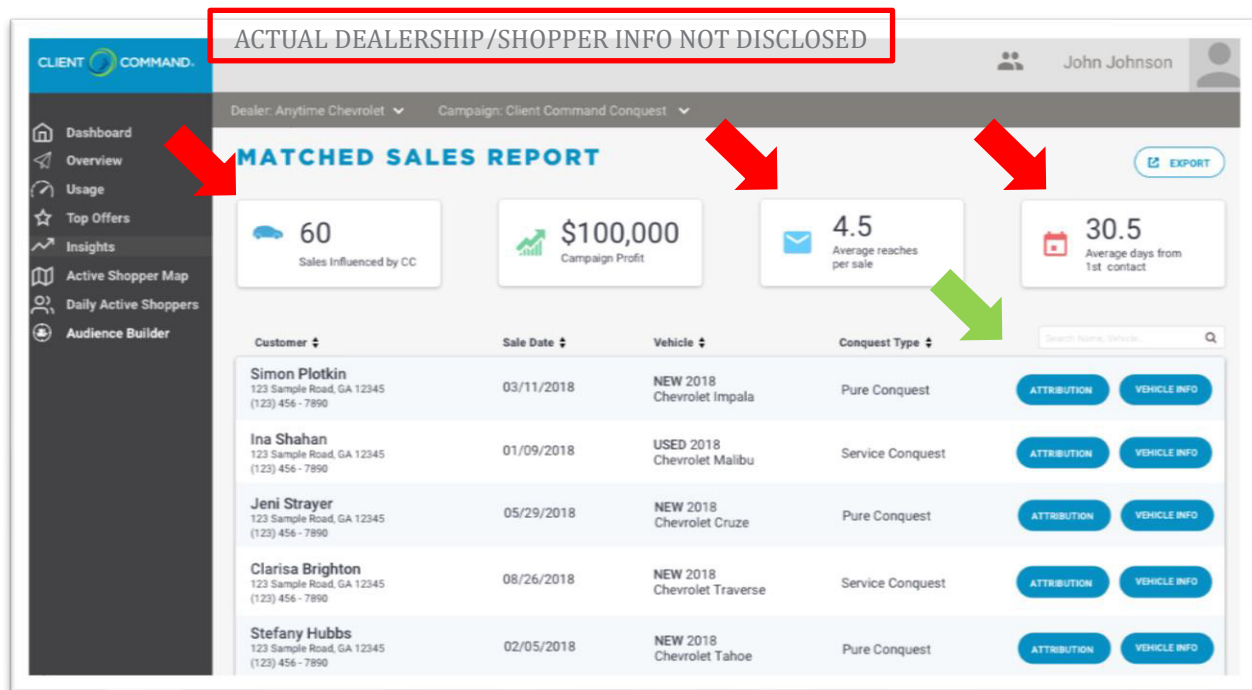
Continually optimized to better serve dealers, the Dashboard shows an overview of impressions delivered, shoppers targeted, and those who engaged. Through intuitive learning, the AI recognizes who engaged with which marketing channel, and which touchpoints resulted in a purchase. The marketing becomes more effective with each campaign. The ROI for this campaign is almost 11:1. Client Command's dealer customers, on average, experience a 10:1 ROI. (See page 13 in this Research Report for ROI documentation on additional dealership campaigns.)



## Matched Sales

The information in the Matched Sales Report is organized so that the dealer can get a quick overview of where they stand in their campaign, and it's easy to drill down into a variety of details.

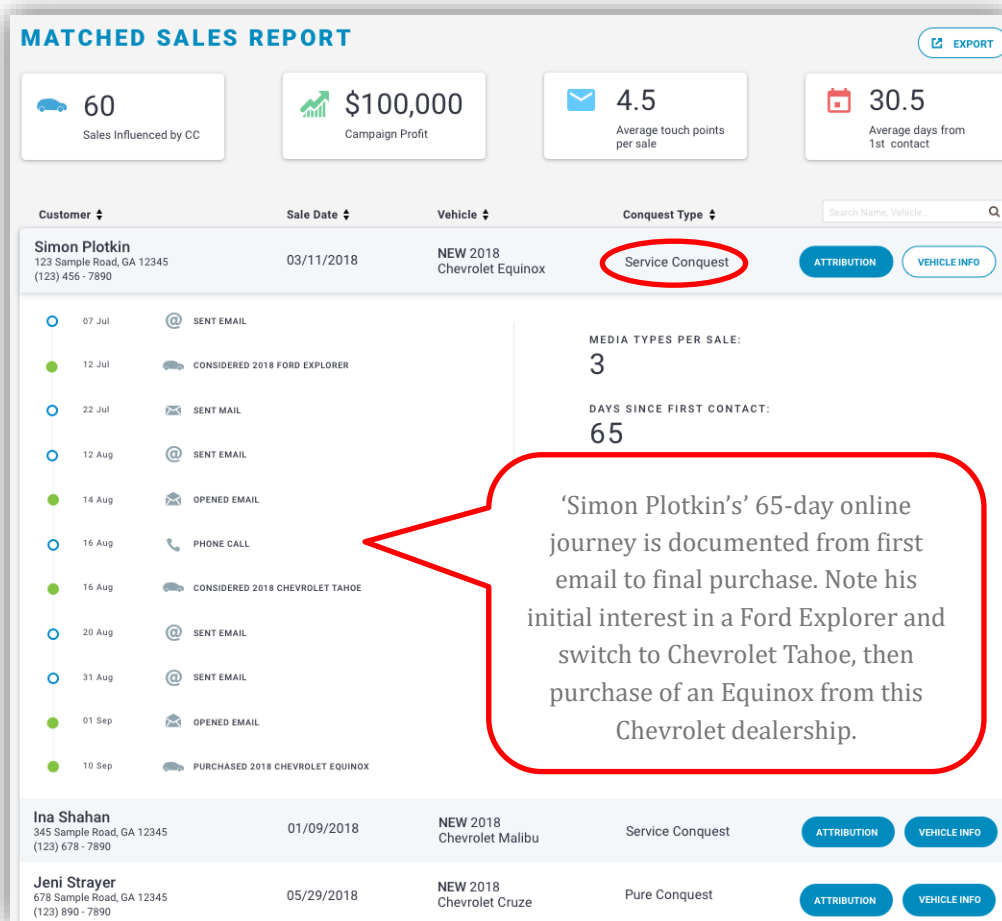
For every sale, the dealer can view the purchase date, the make/model of the vehicle purchased, and whether the customer was *retained* or *conquest*. Client Command's technology helps dealers understand the length of time and the number of touches necessary to turn shoppers into buyers. Note on the Matched Sales Report below that, in this particular campaign, there were (see **red arrows**) 60 sales influenced by Client Command, and, on average, it took 4.5 reaches per sale and 30.5 days from first contact to make the sale.



It is not uncommon to find vendors anxious to take credit for the lead or even for the sale. So, how are the 'Sales Influenced' numbers accurately attributed to Client Command? By clicking on the 'Attribution' tab indicated by the **green arrow**, a detailed breakdown is provided. An example of the attribution process is illustrated on the next page.

## Matched Sales Report Attribution

Every Client Command-generated touchpoint and all online shopping behaviors are tracked all the way to the vehicle purchase data in the DMS. The patented AI-powered audience identity and identification technology allows the dealer to follow the shopper's journey – from shopping to marketing engagements to purchase. Client Command's AI technology makes it possible to provide multi-touch attribution and show dealers how their specific marketing outreach has influenced each customer's purchase journey.



Client Command exports the dealer's DMS data into their process in order to match activity and analyze their customers' intent. Dealers should want to know if their existing customer is in-market in order to capitalize on that relationship! It's easy to see what the shopper is looking at in the marketplace. Client Command provides an edge because they identify intent *immediately* and start the matching and marketing process. As seen in the above illustration, 'Simon Plotkin' was a product of service conquest.

## CLIENT COMMAND: RAISING THE BAR FOR AUTO MARKETING



### Responsive Creative

Consumers are pummeled daily with online ads – some good and some not so good. To be effective, auto ads must have timely delivery and they must be relevant. Fueled by the ability to know a shopper's interests and behaviors, Client Command's AI marketing technology delivers omni-channel messaging across the shopper's multiple devices that will be updated and **personalized** based on real-time engagement and ongoing shopping behaviors. This omni-channel marketing strategy centers around the customer and finding the channels they are using in order to deliver relevant messages. Shown below, this method provides a seamless and customized customer journey.



Client Command advertises in multiple ways: display, social, email, direct mail, and phone campaigns from the BDC. Five channels of 1:1 marketing are utilized on the dealer's behalf with VIN-specific ads on Instagram and Facebook feeds. All of these avenues are 100% customizable and can accommodate small market, one-store operations or multi-storefront dealer groups.

Real-time marketing is the best way to impact the customer relationship, providing relevant vehicle and offer information from the dealer.

## Return on Investment

Earlier in this report, I mentioned that ROI stats would be reported from a cross section of dealerships representing various makes, markets, and operational sizes. Client Command provides customized strategies for dealerships that sell 100 cars per month or for those that move 1000 per month. Here are some of the results these dealerships have experienced:

	Campaign Length	ROI	# Sold	Total Profit	Trade-In Profit	Sales Profit
Interstate Ford	18 mo	11:1	412	\$1,718,305	\$426,693	\$1,291,612
ELCO Chevrolet	12 mo	13:1	1103	\$3,489,304	\$1,590,444	\$1,898,860
Thornhill Chevrolet Ford	12 mo	13:1	889	\$2,264,803	\$486,090	\$1,778,713
Sutliff Volkswagen	12 mo	10:1	234	\$732,352	\$169,074	\$563,278
Toyota of Victoria	12 mo	24:1	821	\$3,184,616	\$746,235	\$2,438,381
Keating Auto Group	12 mo	24:1	7734	\$29,252,779	\$6,799,102	\$22,453,677
Power Ford	12 mo	13:1	826	\$2,630,324	\$772,923	\$1,857,401
Anchorage CDJR	24 mo	12:1	722	\$2,454,702	\$1,579,245	\$875,457
Sam Scism Ford	24 mo	16:1	1106	\$5,413,702	\$1,716,238	\$3,697,494

*"Client Command gives us a strategic advantage over our competition. We know the technology gets us in front of shoppers months before our competitors, giving us access to shoppers no one else can see. Client Command delivered a 32:1 ROI during our last campaign, even in this slower market."*

Adam Caridi, Director of Operations, Tomball Ford

*"I've been using Client Command for the past 6 months and the results have been fantastic. Since partnering with Client Command, we've retained 49 of our existing clients and conquered an additional 83. This product has more than paid for itself!"*

AJ Geffert, General Manager, Baker Buick Cadillac

*"In today's market, we cannot rely on selling more units, so we need to be more efficient in generating more profit on each unit sold. In 2018, Client Command influenced 25% of our units sold and just under 40% of our gross profit."*

Brent Christiansen, Managing Partner, Tomball Ford

### Dealer Interviews

#### **Interview with Robert Goodwin, General Manager, Huffines Kia Corinth, Huffines Subaru Corinth**

##### *What is your experience with Client Command products?*

We started using Client Command about 11 years ago when Chrysler added it to their co-op program. We have been fairly steady for the last 5-6 years. Three years ago, when the new Client Command software came out, we were one of the first on it. We ran two 6-month campaigns that included conquest and retention, and now we are currently running a one-year conquest campaign. I love the targeted campaign. I shy away from the old mass mailings. They just don't work for me.

##### *Does the process work easily for you?*

We look at my budget and the size of the campaign. I am pretty conservative and do a smaller campaign. Client Command handles all of the details and makes it so easy for me. They choose the geographical area – a 15-20 mile radius. On the direct mail, we give them the offers we want to use and they email us what they have put together. Really fast. Then they send us daily updates. They ID the shoppers on our website. My Kia manager goes in daily and grabs the hot prospects. Some of these people may have done business with us in the past, but some are new.

##### *Are you pleased with the creative?*

I feel it's a partnership on the creative. I ask for year-end clearance or an event that we are running because we want to coordinate TV, website, email, etc. I love their turn-around time. They are usually on me to get things back – I am holding up the train.

##### *What type of ROI have you experienced?*

This campaign started on December 14, 2018. I spend about \$5500/month. If this tracks accordingly, we will have spent \$70,000 total for the year and will probably achieve \$480,000 gross profit, and that doesn't include the trade ins that we have sold off of it. We did 175 units guarantee for this campaign and we are way ahead - tracking 241 sales.

##### *What is it that you like about working with Client Command?*

Well, obviously I am very satisfied with my sales or I wouldn't still be with them. But, in addition to that, there are other reasons that I like Client Command. It's a turnkey process. They have all the elements that cover a broad advertising campaign. Most of our marketing has to be co-opable and Client Command handles all of those submissions and takes it off my plate. If there is an issue with it, they fix it before I see it. That has really sped up the process because it can be really time-consuming for me. Quarterly, we go over all of the campaign details. We get down to the details – the data, the people they are tracking, and the scoring involved. They make sure our sales managers are using the tool effectively, and they are good about re-training. If you don't keep your people fresh and involved in the technology, they will lose their enthusiasm.



### **Interview with Mark De Mara, General Manager, Mike Riehl's Roseville CDJR**

#### ***Why did you choose to start using Client Command?***

When I first came on as GM, I made it a point to learn about all the vendors out there and the products that were available to us. Client Command promised us a fixed amount of sales or they said they would continue running the campaign until we achieved our goal. Nobody else was offering that deal. So, we did a one-year campaign. It worked, so we did another one-year campaign. And now, we have renewed for a two-year campaign. Obviously, we are happy, and it's working well for us.

#### ***What kind of working relationship do you have with Client Command?***

I have to start by talking about the unique market we are in, Metro Detroit, where we operate with 10 dealerships within a 20-mile radius and four of those are in the Top 10 in the country. There are so many marketing dollars spent here, it's a train wreck! Our previous marketing company chose *not* to compete but rather spend our money in a close-by, but destitute, neighborhood – where some of our cars cost more than the houses. We quickly replaced that company with Client Command and were pleased that they took the time to delve in and really understand us and our goals. That synergy has paid off over the last three years – we have blown our goals way out of the water every time. AND they raise the bar for each subsequent campaign, without me having to ask.

#### ***How is your current campaign working for you?***

We just extended our partnership to drive 515 conquest units over the next 18 months. Our most recent campaign had delivered more than 480 cars when we extended the campaign. With Google Analytics, the numbers tell you if you are being successful. We have fine-tuned our sales process to find out where customers see or hear about us – they get a specific check list and we track results on a monthly basis. Client Command is definitely bringing new customers to our showroom.

#### ***What aspects of Active Shopper™ work best for you?***

I like that I can look at the profiles and see the customer's purchase mentality. Are they a tire kicker or are they serious? Our dealership is unique in that we have 90% lease penetration. With Client Command, we can basically follow the person shopping from website to website. 40% of our customers are going to other dealers so we need to generate conquest sales. With Client Command, we can look for shoppers who *don't* have the Chrysler employee discount, like imports. We also like to look for the conquest customer that has multiple discounts and is on the fence about what to choose. We divide our focus between conquest and existing customers.

### *How do you feel about the quality of the creative you receive?*

We are constantly looking for new ideas and I really like the creative solutions they provide me. They have made big investments to improve their creative department and it shows. The ads really grab your attention. What I also like is that they handle the compliance process with Chrysler and deal with the reimbursements. That's appreciated because it is so time-consuming.

### **Interview with Scott Wideman, Marketing Director at Tropacaval Media, representing 19 Texas storefronts and 13+ brands**

#### *Tell me a little about your history with Client Command.*

When Client Command was introduced to us 12 years ago, we were hesitant because what we were hearing about them was just too good to be true. We tested with a 3-month campaign and experienced success so we extended to 6-month and then to annual. All of our 19 stores are using Client Command. Last year, Client Command influenced the sale of 9500 units of the 28,000 we sold. Over 30% of our sales are influenced by Client Command, and our estimates are conservative.

#### *After a decade of partnership, what has your long-term success looked like?*

Most of our stores run somewhere 1500 – 2000% ROI each year; our worst store is 900%. The ROI numbers are so big; you just think that there is no way. We have also taken Client Command away for 3-4 months and watched our retention numbers drop by 20-25%. Their list is that valuable. Without using Client Command, you are letting other people take those sales from you.

We gross about \$200-300 dollars more per car with Client Command. Most of our stores are used to working the bottom of the funnel shopper. You can also be the place that deals with the customer who is in the research phase. You have to customize your process to figure out the best way to handle the customer in each part of the journey. It's amazing that with Client Command you can watch that journey. The customer may start on Autotrader. As he gets to the dealership level, we have a better than average shot because he has been continually touched with our personalized presence generated by our campaign.

#### *What types of strategies are working best for you and why?*

We look at Client Command as a data company first. They have been tracking our owner-based list and are integrating with our CRM. They let us know when our customers are in-market. This allows us to move our budget up or down and go many directions instead of having a flat amount all of the time. We can try extra display or extra Facebook. This strategy has really been producing results and just gets more and more efficient. We adjusted our campaigns so that the budget is now 25% owner-based and 75% conquest with the Client Command list. We are seeing our best results with our mail list. Sales are matching back at 2.5X over what a year/make/model list would generate.

### *Why do you think you are achieving such a high level of conversion?*

I have been good at direct mail for 15 years, and I have never seen a list perform this well - there's very little bad data in there. Any list I buy off the market is 15% trash. What Client Command adds is current data based off of online behavior. All through the customer's shopping phase, we are able to hit them with direct mail, retargeting, display, social. We see over double the performance on a match back.

A lot of companies say they can track behavior but they are basing it off of the Polk data. OEMs used to be the only ones who could afford good data and along comes Client Command. 60-70% of our owners are mapped. We know their email, physical address, what they're driving, and if they are still driving it. We know immediately when they step into the market. There are so many ways to append this list. There's significant value in knowing what percentage of your owner base is going to be in the market at any given time, and to have access to data that is going to be twice as effective as anything else you can find in the industry.

### Case Study: Keating Auto Group

*"What I feel they are really good at... their business is data. They can take millions and millions of data points and produce who is the perfect customer for our store. Client Command is the only company that I have ever seen that is able to use the data and effectively turn it into car deals. Client Command has helped us grow from 5 to 18 stores across Texas. We've been partnering for a decade and the longer we partner together, the better the results. Client Command helped us sell more than 9,500 cars in 2018 alone, which was nearly a quarter of our business."*

**Ben Keating, President, Keating Auto Group**

Keating Auto Group has been partnering with Client Command for a decade. Here are the findings from a recent 24-month partnership study encompassing the 18 rooftops of the Keating Auto Group:

- 38% of sales were influenced by Client Command, up from 24% in year one.
- \$481 more gross profit per new car was realized than with non-Client Command sales
- \$24 million in pure conquest profit over the last 24 months was achieved
  - 61% of sales were Conquest
  - 97% engagement rate
  - 22% click-to-open rate
- 8.8+ touches per customer were generated
- 17:1 ROI

### Tools for the Dealer

With their patent, Client Command has positioned themselves as the only entity able to leverage online shopping data to engage both previous customers in a dealer's database and individuals with whom they hold no first-party data relationship.

Client Command's Active Shopper Network for retained customers has shown to be 5X more effective than the dealer's DMS data at identifying shoppers in the market, and 3X more effective at identifying conquest customers than the dealer's DMS.

*"Since partnering with Client Command, we've seen an increase in sales and also a decrease in our advertising expenses. Client Command is by far one of the best! Over the past two years, Client Command has influenced more than 1400 car sales, and 67% of those were to conquest customers."*

**Rob Sneed, Managing Partner, Power Ford**

Looking at the ROI numbers experienced by Client Command dealers provides a very tempting incentive, but the comprehensive package of deliverables that empowers these numbers is an equally important consideration. What can dealers expect in terms of service, reporting, and data?

- Daily - instant BDC transfers for hot leads
- Daily - Active Shopper™ updates
- Daily - hot leads delivered to the dealer's CRM
- Weekly - performance reports
- Monthly - Target lists

*"We know we have built something that truly helps dealers win and gain competitive advantage in an industry where advantage is hard to find. We hear stories every day of incredible results from our customers who are achieving dealership milestones, such as becoming the #1 dealership in their state or catapulting their sales with triple digit growth using our technology and marketing solutions."*

**Jonathan Lucenay, Client Command, Chief Executive Officer**

### Summary

There are dealers of every size, sales philosophy, and level of marketing expertise. However, one constant binds them all: they know their customers shop differently now and they are in search of that 'better mousetrap.'

Consumers are online and empowered with infinite information about the vehicles in their consideration set. Dealers have to take action and use technology to embolden and innovate their own processes and their marketing outreach.

Client Command believes that the more a dealer knows about their customer, the better opportunity they have to sell to them! They have patterned that belief on the heels of marketing giants like Amazon, Netflix, and Apple who no longer market by channels but embrace the individual and personalized connection. By connecting online behavior across multiple devices and unlocking an individual's PII, Client Command allows dealers to stay in front of a shopper with real-time, relevant messages and offers. This is people-based marketing.

Today's consumer lives in a fast-paced world with an expectation of instant gratification and empowerment. Shopping and/or searching online is a daily norm, not just for millennials but from ages 5 to 95. The auto dealer who does not radically respond will be left counting the cars on their lot.

Client Command offers dealers the opportunity to know *immediately* when a shopper – not just any shopper but one that matches their vehicle profile – enters the market. No more depending on weeks or months-old data. Dealers can follow that individual on multiple channels throughout their purchase journey with relevant offers and information based on the shopper's search activity. This process can be 'set-it and forget-it,' letting the AI analyze and respond to an incredible amount of data every minute. These omni-channel, branded, and personalized experiences are designed to respond to each action the shopper takes.

On many occasions, I've talked to dealers who feel it's a little creepy to let shoppers know just how much they do know about them e.g., 'we see that you are online looking at a 2019 black Chevrolet Camaro with red interior.' Think about the rest of your shopping experiences. Doesn't Amazon know when you are looking at a particular book and reach out with additional reading materials that match? And if you just booked a Las Vegas hotel on TripAdvisor, don't you get an offer from Hertz asking if you want to take advantage of a discounted offer for a car rental from McCarren Airport? My belief is that not only are shoppers used to knowing that their 'computer' or their 'phone' seems to be gathering information but they appreciate the time savings and offers that are the result.

The successes that dealers are experiencing with Client Command speak for themselves. Dealers report truly impressive ROI numbers, and confirm that they find the attribution reports to be impeccably spot-on. I found it interesting that several of the dealers I spoke to customize the program to seek out a specific, hard-to-find buyer. Client Command's research indicates that Active Shopper™ data is 5X more effective for clients than using samples from their DMS data alone. Reach out to Client Command for a demo and let me know your opinion or, better yet, your results, if you are already onboard.



## References

<sup>1</sup> <https://www.coxautoinc.com/market-insights/2019-car-buyer-journey-study/>

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<sup>3</sup> Verndale, “Customer experience (CX) journey research,” Feb 20, 2018, US Senior Decision-Makers Whose Company is Successful in Personalizing Select Customer Experience Areas,

<sup>4</sup> <http://www.jdpower.com/cars/articles/jd-power-studies/2018-us-vehicle-dependability-study-results>

<sup>5</sup> [Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013](#)

<sup>6</sup> <https://www.coxautoinc.com/learning-center/2018-car-buyer-journey-study/>