

2026 NADASHOW

LAS VEGAS
FEBRUARY 3-6



Driving Service Revenue With AI & CDP Advertising



The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. Program participants should consult with their attorney to obtain advice with respect to any particular legal matter. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Agenda

- Introduction & Overview
- Data-Driven Targeting
- Multi-Channel Advertising Strategies
- Automated Campaign Execution
- Plug-and-Play Campaign Examples
- Measuring Success & Optimizing Campaigns
- Hands-On Workshop Activity
- Key Takeaways & Next Steps



Howdy!

CEO, PureCars

Home: Houston, TX

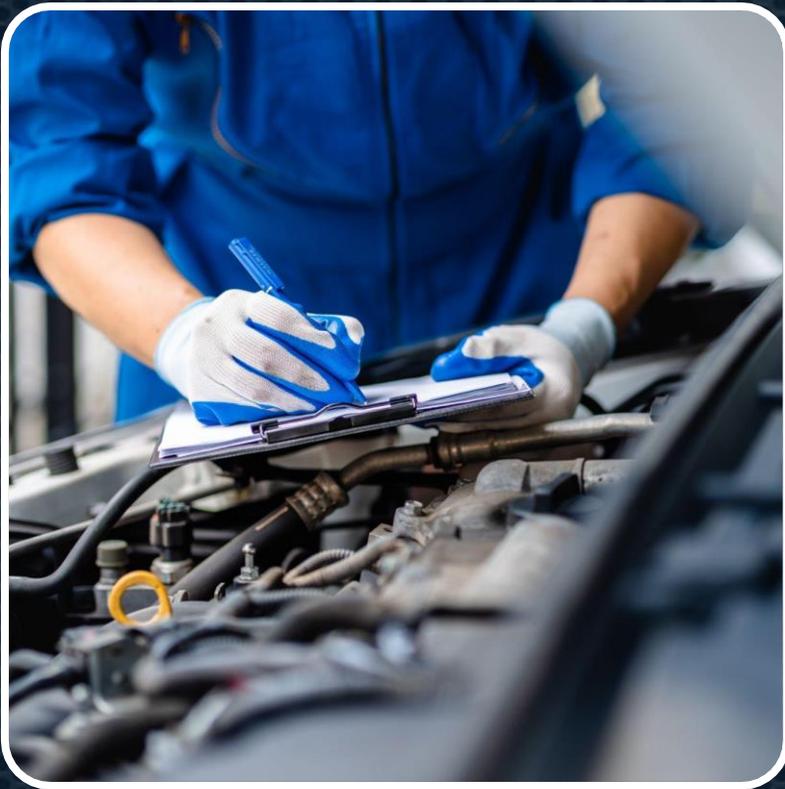
Background:

- Born into Automotive
- 3rd Generation Dealer Family
- Enjoys Wade Fishing
- And Women's Soccer
- And Aggie Football!
- 10+ Years with PureCars



You're in the Right Place

Why This Workshop is Valuable for You

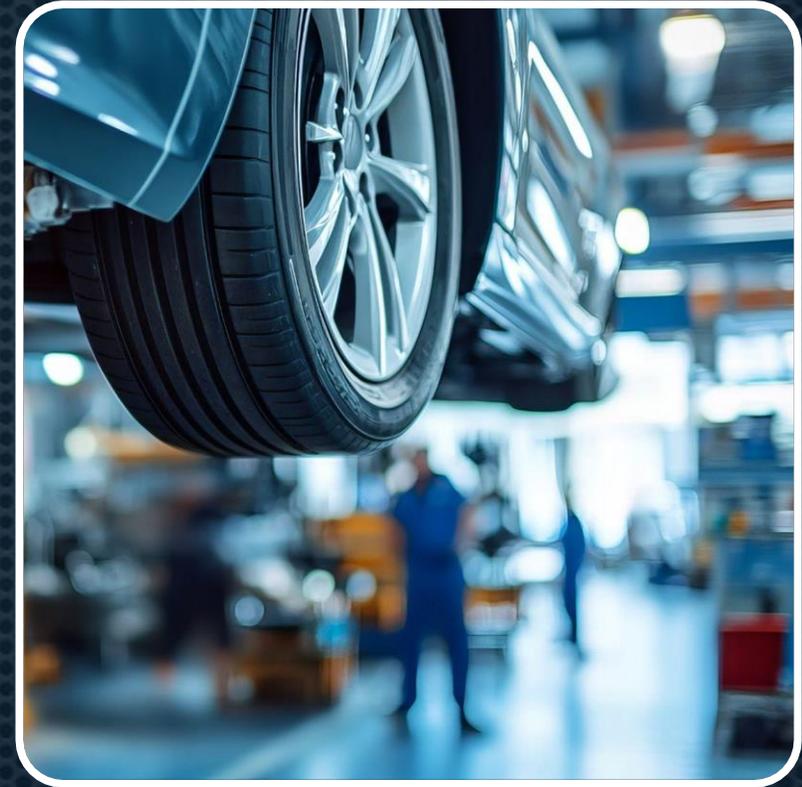


- We'll talk proven strategies to grow fixed ops revenue
- Learn practical, plug-and-play campaigns you can use right away
- Walk away with actionable steps to lower ad costs and improve CSI

Why Service Marketing Feels Hard

Challenges Many Dealerships Face

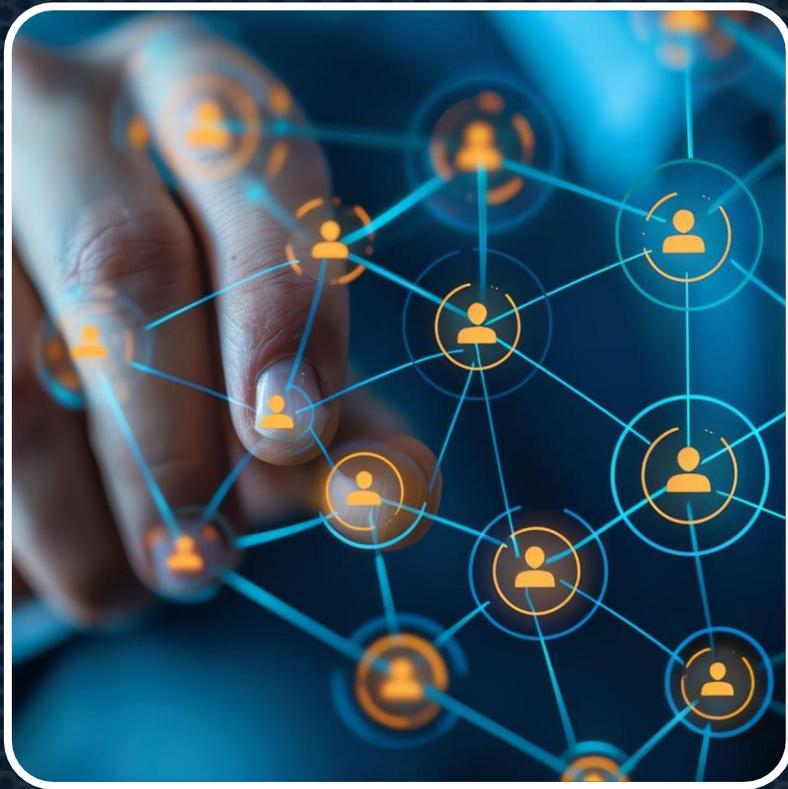
- Inaccurate, outdated customer data
- Fragmented systems, siloed information
- Limited ability to segment
- No streamlined marketing process
- Lack of team accountability
- Rising ad costs, declining ROI



The Blueprint for Service Success: It's All in the Data



The Engine of Smarter Fixed Ops Marketing: The Customer Data Platform (CDP)



- **Unified Customer Data:** Consolidate all your customer data in one place for a complete, 360-degree view.
- **Enhanced Data Quality:** Cleanse and enrich your data to ensure accuracy and power smarter targeting.
- **Advanced Audience Creation:** Build precise audience segments beyond your CRM's limitations.
- **Automation & Personalization:** Automate campaigns with dynamic, personalized messaging that drives results.

How a CDP Turns Challenges Into Opportunities

- Accurate, up-to-date customer data
- Unified system, single source of truth
- Powerful segmentation & insights
- Streamlined, automated marketing outreach
- Clear accountability & ownership
- Lower ad costs, higher ROI



The Secret to Smarter Campaigns

How Accurate Data Drives Results



- Reduces wasted ad spend
- Enables personalized service offers
- Increases retention and customer loyalty

Smarter Insights, Better Engagement

Leveraging AI for Maximum Impact

- Predictive insights for service needs
- Optimized ad placement across channels
- Automated messaging tailored to customer behavior



Engaging Customers Everywhere

Make Your Marketing Ubiquitous



- Search, Social, Display, Video, Retargeting
- Connected TV / OTT and Direct Mail
- Email and SMS

Target Customers at Every Stage

From First Visit to Post-Warranty

- Identify key defection points
- Personalize messaging by mileage, service history, and recalls
- Build campaigns that nurture long-term loyalty



Personalization at Scale

Automate 1:1 Messaging for Every Customer

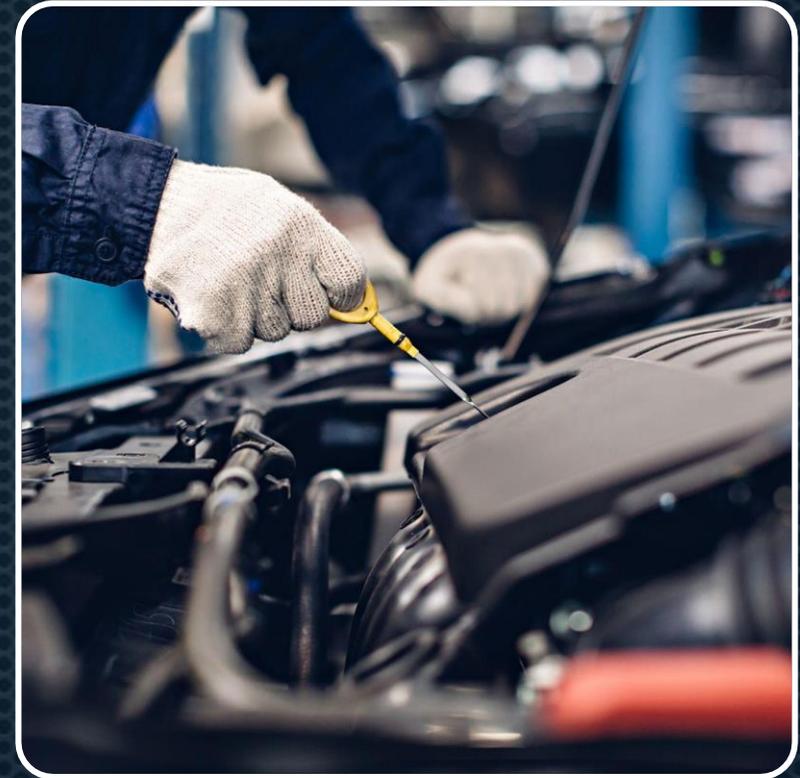


- Trigger campaigns based on customer behavior
- Deliver personalized offers automatically
- Reduce manual effort while maintaining engagement

Campaign Example – Oil Change Reminder

Automated, Targeted, Revenue-Driving

- Triggered by mileage or time intervals
- Personalized offers based on vehicle history
- Delivered via multiple channels



Campaign Example – Recall Notices

Timely Messaging for Safety & Engagement



- AI identifies impacted customers
- Targeted campaigns improve appointment rates
- Multi-channel approach ensures awareness

Campaign Example – Post-Warranty Offers

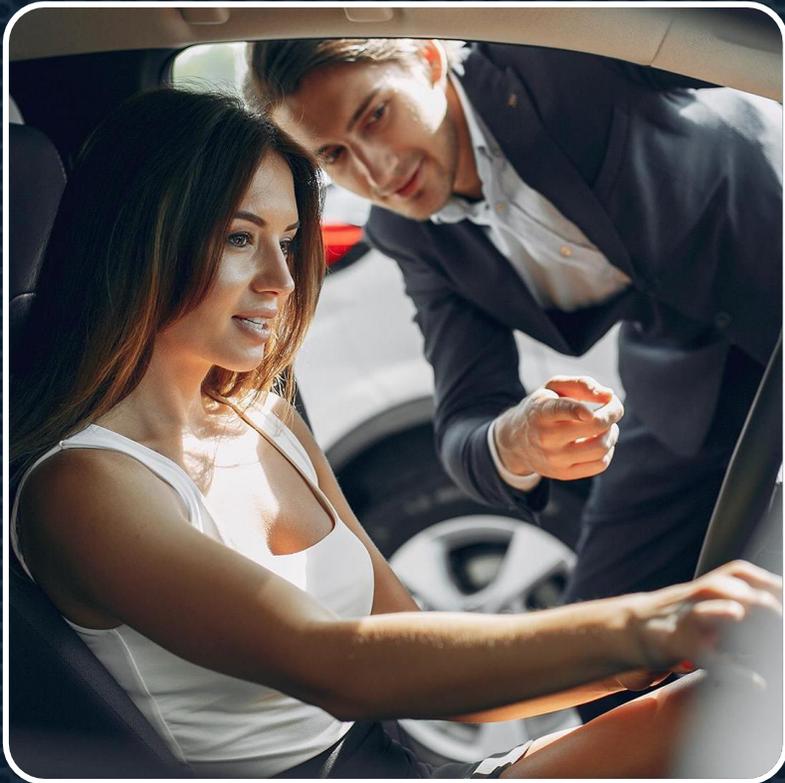
Convert Lapsed Customers into Loyal Service Clients

- AI identifies impacted customers
- Targeted campaigns improve appointment rates
- Multi-channel approach ensures awareness



Campaign Example – Defection Prevention

Revenue-Driving Defection Point Campaigns

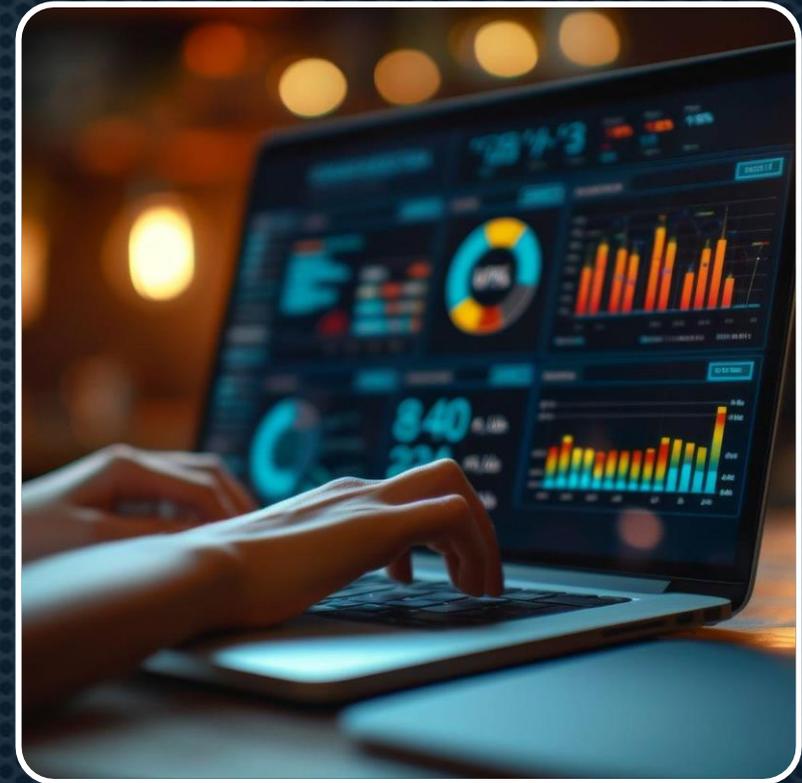


- Identify at-risk customers using AI insights
- Send timely, personalized offers
- Maintain long-term customer relationships

Track, Optimize, Repeat

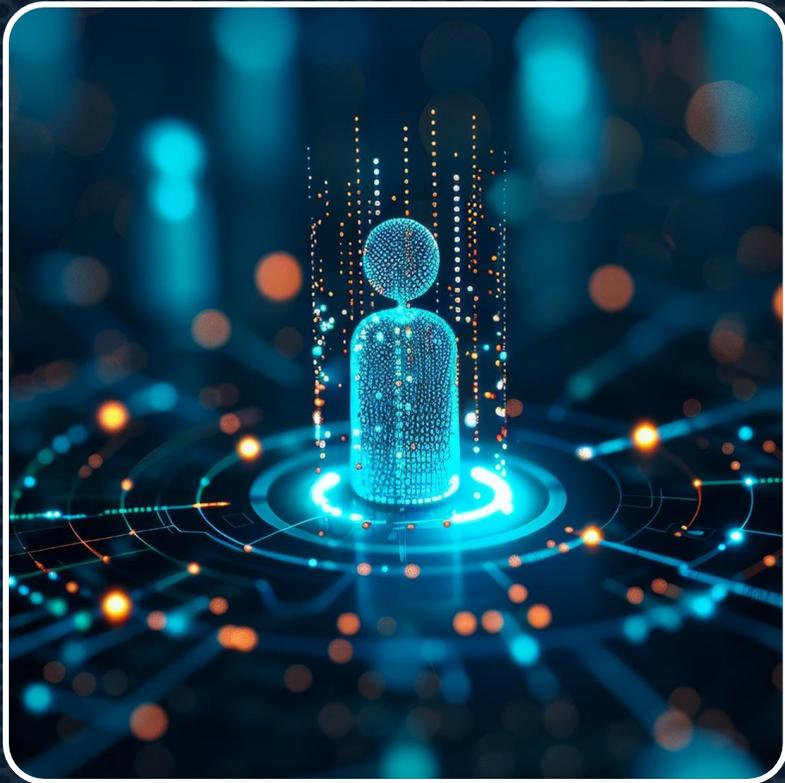
Metrics That Matter in Fixed Ops Marketing

- Repair order count and revenue generated
- Cost per acquisition (CPA) reduction
- Customer retention and CSI improvement



Keys to Fixed Ops Marketing Success

Make Every Campaign Work Harder



- Leverage clean, enriched customer data
- Automate personalized messaging
- Use multi-channel advertising strategically

Takeaway #1 - Use Precision Audience Targeting

- Identify high-value customers
- Append missing info for complete profiles
- Launch campaigns tailored to behavior



Takeaway #2 – Reach Customers Where They Engage



- Search, Social, Display, Video, Retargeting, CTV/OTT
- Combine digital and traditional channels
- Optimize spend while increasing service revenue

Takeaway #3 – Automate Campaign Execution

- Incorporate AI and automations to drive engagement without extra work
- Deliver 1:1 personalized offers
- Focus on long-term customer engagement



Overcoming Common Challenges

Avoid Common Pitfalls

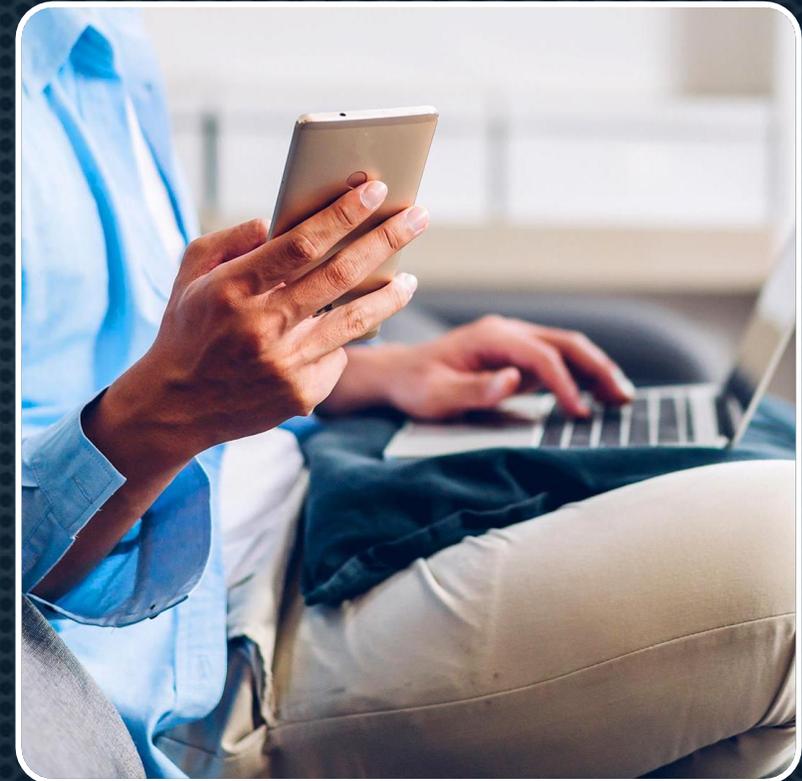


- Incomplete or messy customer data
→ CDP cleaning & appending
- Manual campaign execution
→ automation
- Low engagement
→ targeted, personalized messaging

Implement Strategies Immediately

Take Action to Grow Service Revenue

- Launch targeted, automated campaigns
- Monitor key metrics to optimize performance
- Continue refining campaigns for long-term success



Transform Your Fixed Ops Today

Drive More Revenue, Retention, and Satisfaction



- Leverage AI and data to automate personalized campaigns
- Engage customers across all stages of ownership
- Build loyalty and maximize ROI for your service department

QUESTIONS?

LAS VEGAS

FEBRUARY 3-6

2026 **NADASHOW**



#NADASHOW