

# Convert Dead Leads to Hot Prospects With Data Mining



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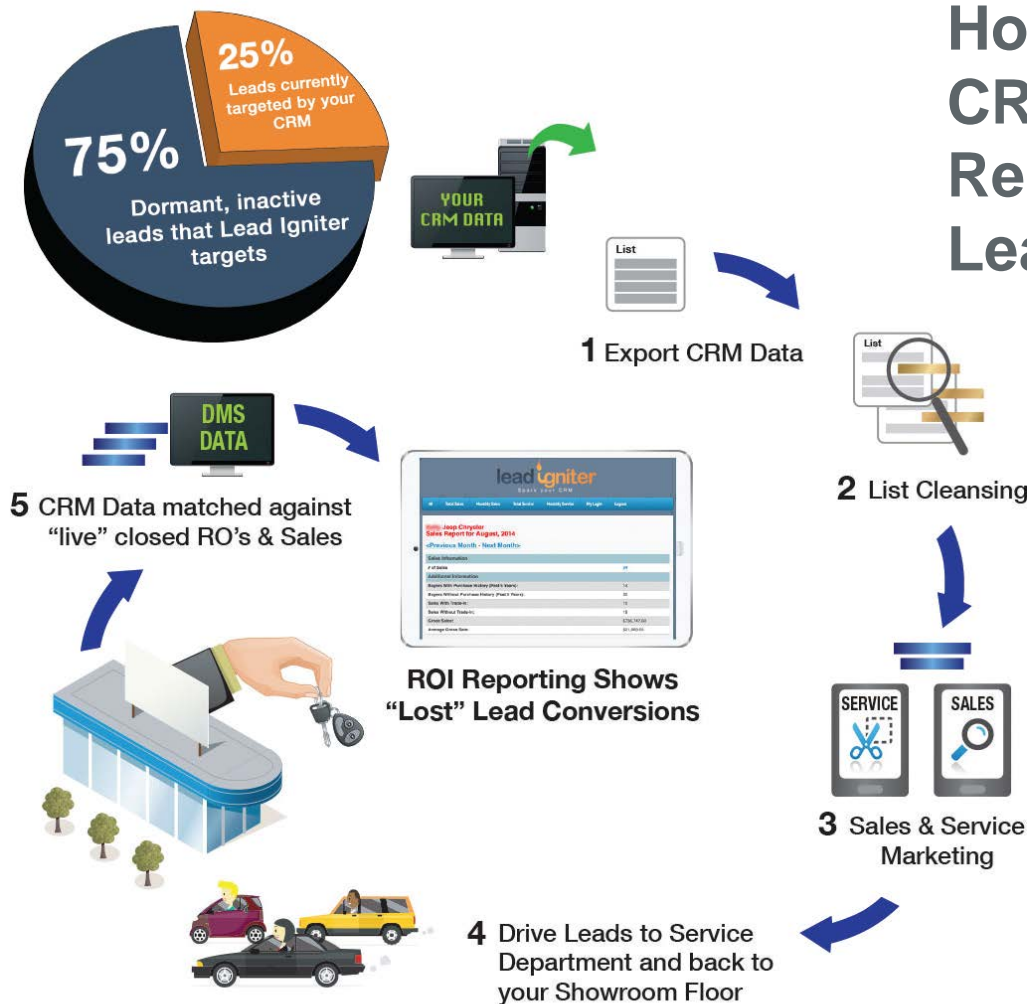


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# How to target your **ENTIRE** CRM Database and Reactivates Dormant Leads into New Customers





**You have the keys  
to unlock your gold**

**Increase your sales without  
spending more money**

**\$20** Average 3<sup>rd</sup> party lead cost  
(10,000 leads x \$20=\$200,000) !!!

**5 % to 15 %**  
Average Internet Closing Ratio

# Open doors to Unsold Leads in your CRM

5

**95%**

of vehicle shoppers  
use digital channels to  
research

**62%**

of consumers are in-  
market for 3 months  
or less

**35%**

of in-market shoppers are  
looking for information on  
mobile devices



## Results of Poor follow up:

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**41%** Of consumers purchased their vehicles from leads purchased by another dealer

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**33%** Of leads buy after 3 months  
Follow up is PARAMOUNT

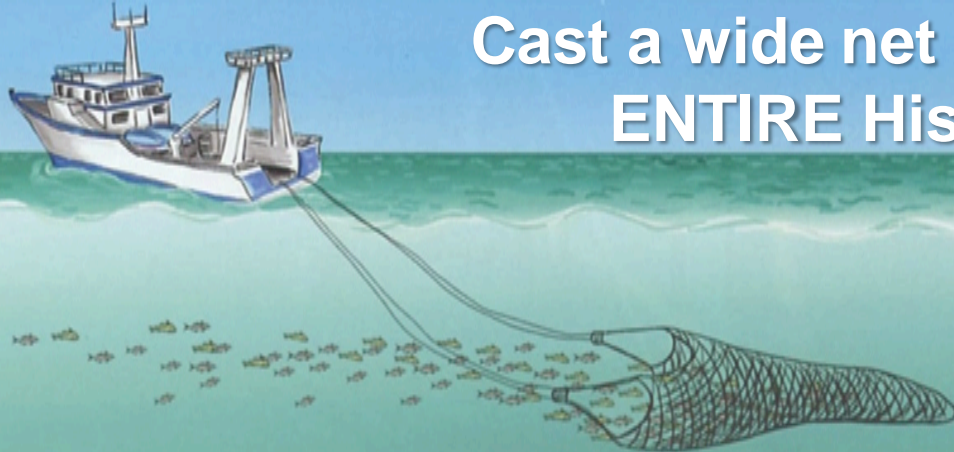


# How Many Dead Leads Do You Have in Your CRM

The Average Dealership has over 10 to 20,000 Leads in their Internet Department CRM Tool



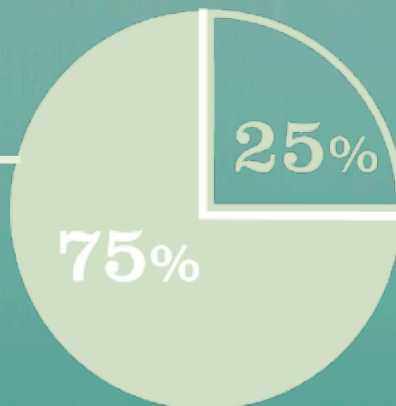
# Cast a wide net by targeting your ENTIRE Historical CRM.



**Many CRM tools mine your data for prospects that are more likely to buy based on:**

- Date of original lead submission
- Make/model of interest
- Location/proximity to dealership
- Age of current vehicle (if specified)

**Dormant, inactive you need to target**



**Leads currently targeted by your CRM**



# Engagement ISP's – ENGAGE or get “BULKED”

**50 % to 70 %**

**of your Customer and  
Prospect Database is  
Comprised of these ISP's**

**YAHOO! Gmail**  
**Outlook.com**

# 3 Step Data Cleaning Process

- Remove potential spam traps
- Bad email addresses
- Invalid email addresses

**Use a multi-step database cleaning process to help ensure inbox placement and prevent getting placed in spam**

**20 % to 30 %**

**of the data is deemed unusable during this process**

# 3 Step Data Cleaning Process

## Sample Report of a dealership Hygiene report

Remove Reason	Description	Matched	%
<b>Reputation</b>			
FCC SMS Domains	SMS Domains	23	0.1%
HPR	Heuristic Pattern Recognition	2,148	5.2%
Malicious Moles	Malicious Moles	43	0.1%
Blacklisted Domains	Blacklisted Domains	68	0.2%
<b>Blacklisted Emails</b>	<b>Blacklisted Addresses</b>	<b>1,426</b>	<b>3.4%</b>
Disposable Domains	Disposable Domains	2	0.0%
Legal Traps	Legal Emails	4	0.0%
<b>Spam Trap Incubator</b>	<b>Spam Trap Incubator</b>	<b>2,342</b>	<b>5.6%</b>
<b>Deliverability</b>			
Improper RFC Rules	Improperly Formatted Based on RFC Rules	88	0.2%
Improper Domain Rules	Improperly Formatted Based on Domain Rules	201	0.5%
<b>Historic Bounces</b>	<b>Historic Bounces</b>	<b>832</b>	<b>2.0%</b>
DNS MX Record Analysis	MX Response Filter	424	1.0%
<b>Conversion</b>			
Intl Emails	International Addresses	121	0.3%
<b>Complainer Emails</b>	<b>Historic Complainers Emails</b>	<b>978</b>	<b>2.3%</b>
Numeric Usernames	Addresses Containing Only Numbers	2	0.0%
Bogus Usernames	Bogus Usernames	49	0.1%
Profanity Usernames	Addresses Containing Profanity	0	0.0%
<b>Initial Records:</b>		<b>41,671</b>	<b>100.0%</b>
<b>Total Filtered:</b>		<b>8,751</b>	<b>21.0%</b>
Corrections:		1569	3.8%
<b>Total Clean:</b>		<b>32,920</b>	<b>79.0%</b>

# Proven Follow-Up Process

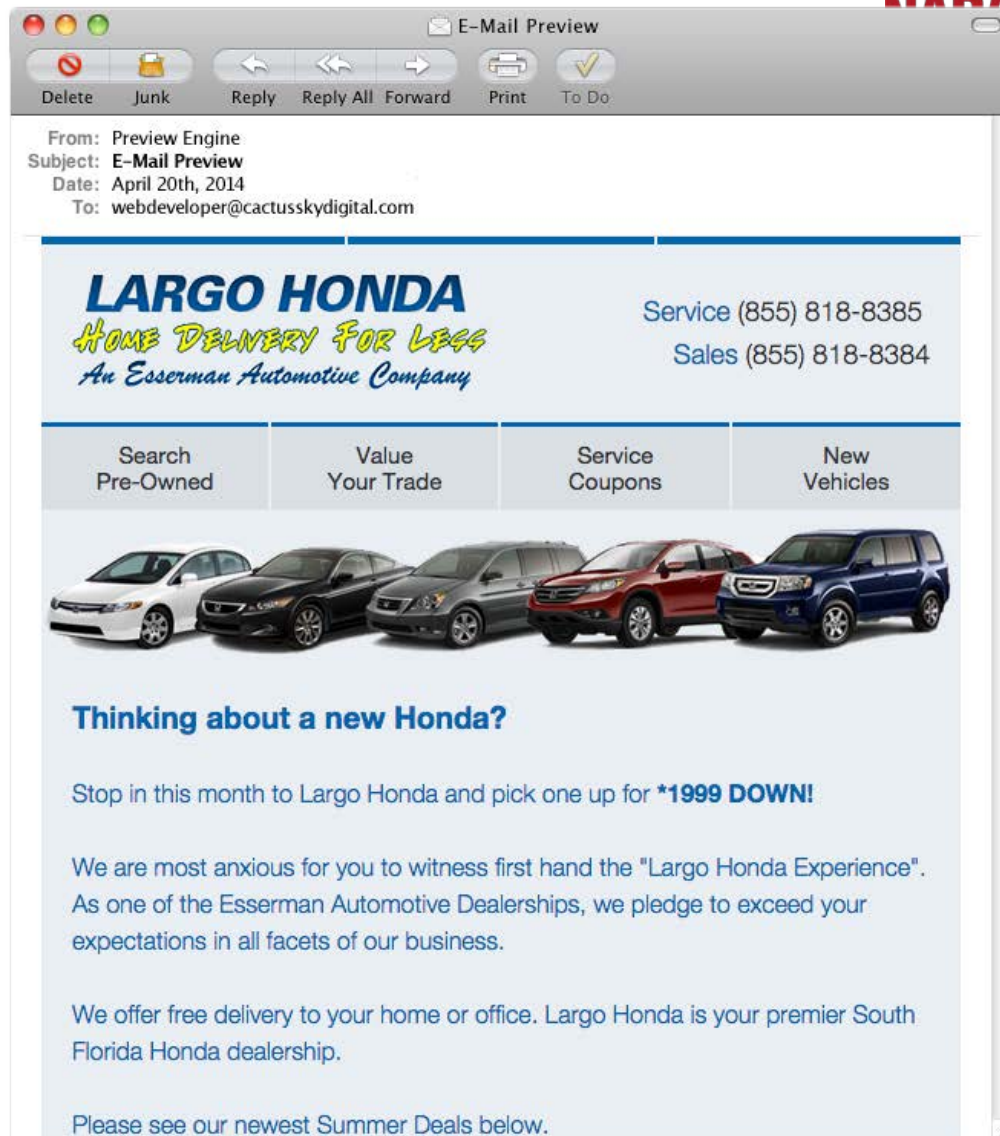
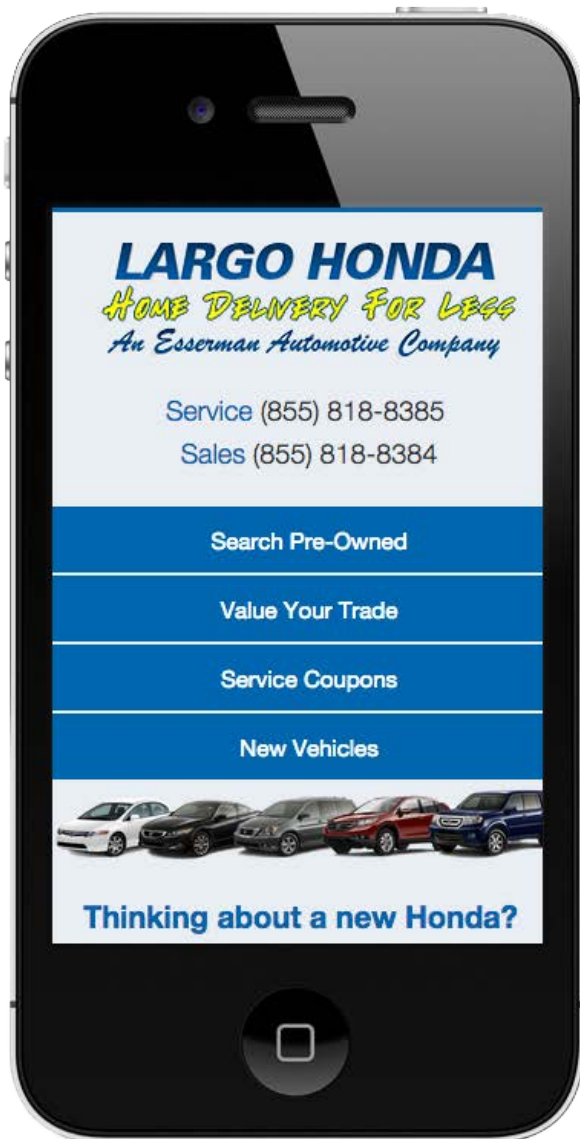
- **Automated follow-up until they BUY, DIE, FLY or unsubscribe**
- **Professional email content**
- **Maximize recipient engagement**
- **Higher INBOX delivery past SPAM filters**
- **Mobile enabled emails**



# Monthly Sales and Service Marketing on a Preset Schedule

- Many Dealerships don't have the resources to build offers every month – let alone target ALL their prospects
- Monthly Sales Offers from the Dealership are sent out to the ENTIRE database – every month

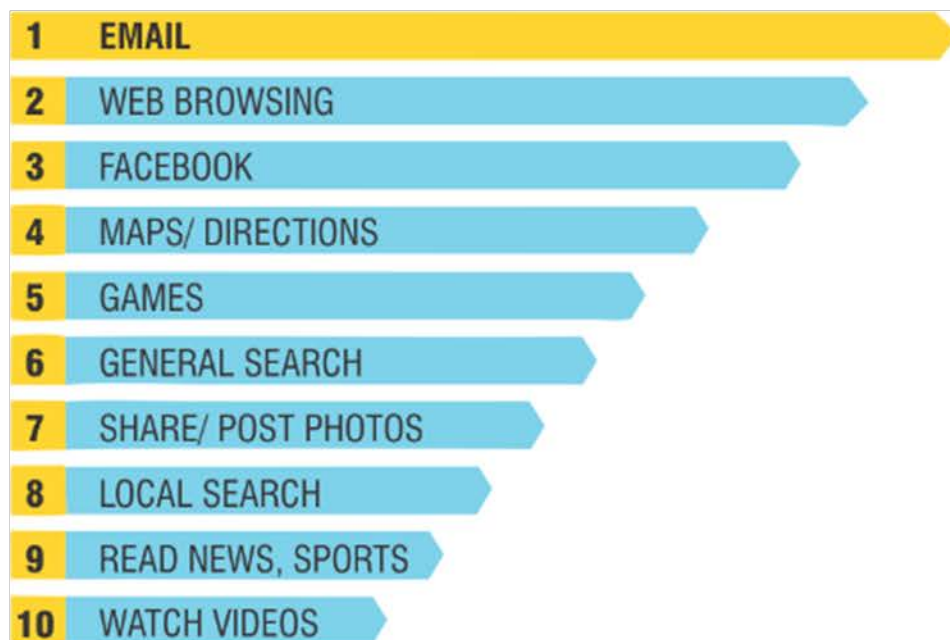




# The SHIFT to mobile



# Most Popular Activities on Smartphones



66%



75%

of customers are  
reading marketing  
messages on a  
mobile device

for millennials

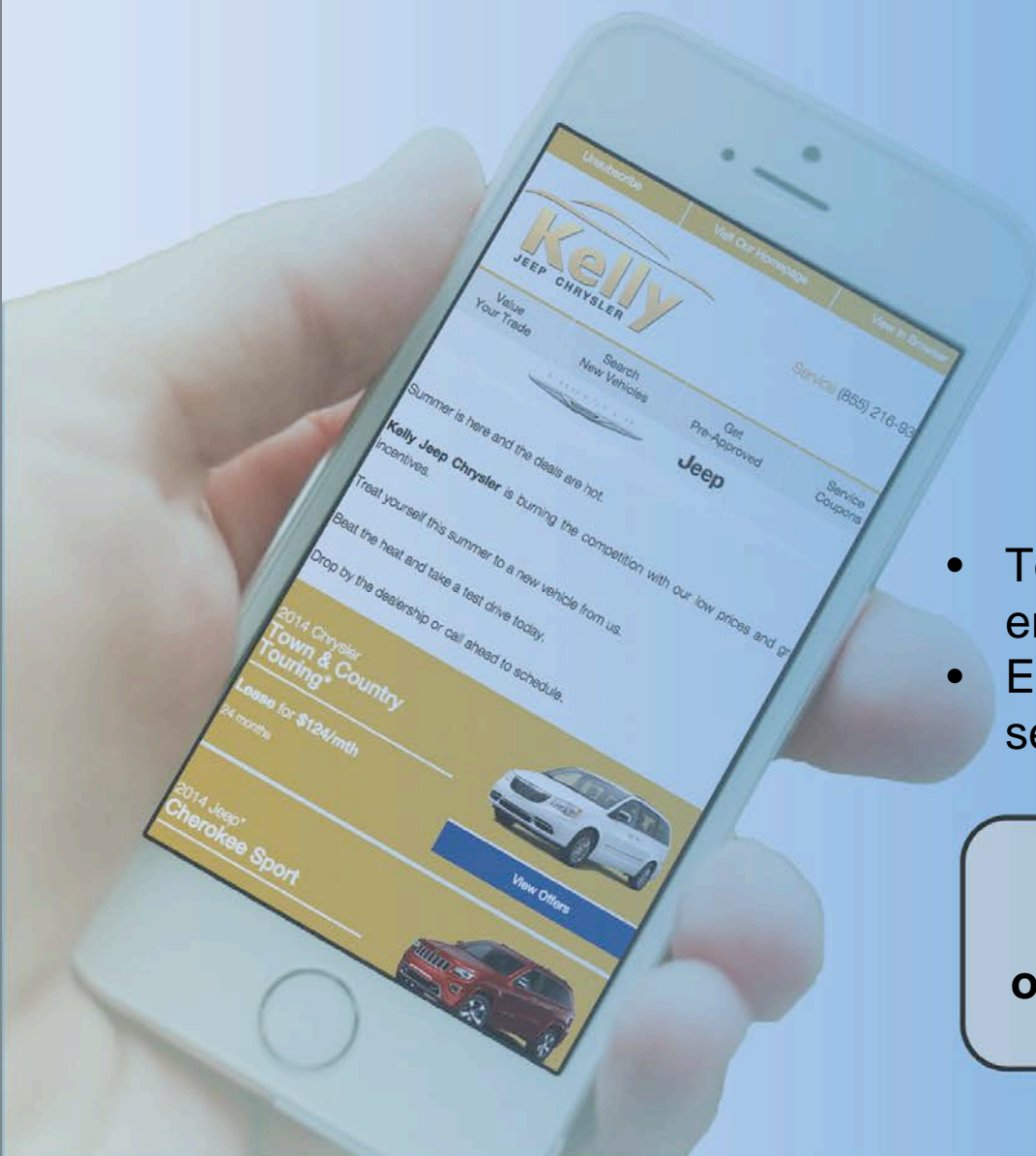


# Non Mobile Enabled Emails

- Today's email **MUST** be Mobile enabled
- Emails sent from your CRM are not setup properly "out of the box"

**78 %**

**of your prospects will delete it**







# Mobile-Enabled Emails

- Email reformats (adapts) for smaller screens using media queries
- Buttons are sized for Apple & Android Interface Guidelines to accommodate finger gestures
- Phone numbers are click-activated
- Text is resized to be readable without pinch and zoom

# Customers are holding onto cars longer which locks in huge service revenue opportunities

## Email is a relationship building tool that will:

- Convert service customers to NEW car buyers
- Convert finance turn downs into service customers
- Keep local prospects engaged with your dealership

**Satisfied Service Customers eventually BUY Cars**



# Service Coupons for All Makes and Models

**Don't forget to include All makes and Models in your service coupons**

- Bring in additional revenue
- Re-engage dormant leads
- More opportunities
- Keeps their family in your service lane



# Mobile Coupons

Email Coupons are cost effective and trackable.

YOUR LOGO

Call Today!  
855.864.8982

Schedule Service

Share

0

Please click on an individual coupon to print it. [Problems printing images?](#)

FREE BATTERY TEST

For most cars and light trucks. See your Service Advisor for warranty details.

Must present coupon when order is written. Not valid with any other offer.

LOGO

Powered by

Click to print coupon

COOLING SYSTEM SERVICE

\$15 OFF

- Inspect & pressure test system for leaks.
- Check hoses, belts & clamps.
- Drain, flush & refill system with up to 2 gallons of premium antifreeze.
- Includes brake fluid, hazardous waste disposal & environmentally responsible recycling of waste coolant.

Plan fee and shop supplies where applicable. Excludes hazardous waste. Not where applicable. Not valid on prior but changes to any other programs. This coupon has no cash value.

LOGO

Powered by

Click to print coupon

FREE MULTIPOINT INSPECTION

Must present coupon when order is written. Not valid with any other offer.

LOGO

Powered by

Click to print coupon

TRANSMISSION FLUSH

SAVE \$20.00

- Helps prolong Transmission life.
- Will safely remove harmful sludge and varnish deposits.
- Clean air, internal transmission cooler and torque converter.
- Includes Performance Road Test

Plan fee and shop supplies where applicable. Present coupon when writing up. Not valid with other coupons or advertised specials.

LOGO

Powered by

Click to print coupon

\$30 OFF A DRIVE LINE SERVICE

- Includes front and rear differentials and transfer case.

Coupon cannot be used with any other offer. Valid at Select Chrysler Jeep Dodge of Wisconsin

LOGO

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Click to print coupon

4 OIL CHANGES FOR \$69.95

That's \$17.48 Each!!!

- All Make/Models
- Up to 5 quarts conventional oil
- One Contract per VIN
- Expires 24 months from Date of Purchase
- 1997 Newer Vehicles

Coupon cannot be used with any other offer. Valid at Select Chrysler Jeep Dodge of Wisconsin

LOGO

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Click to print coupon

ACCESSORIES

10% OFF

Not Cash Value. Not Valid With Any Other Offer.

LOGO

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Click to print coupon

Do-It-Yourself Special

15% OFF MOPAR PARTS

BODY SHOP SPECIAL

Even Scratch Touch Ups on Body Surfaces.

A/C SYSTEM CHECK

COMPLIMENTARY

INCLUDES:

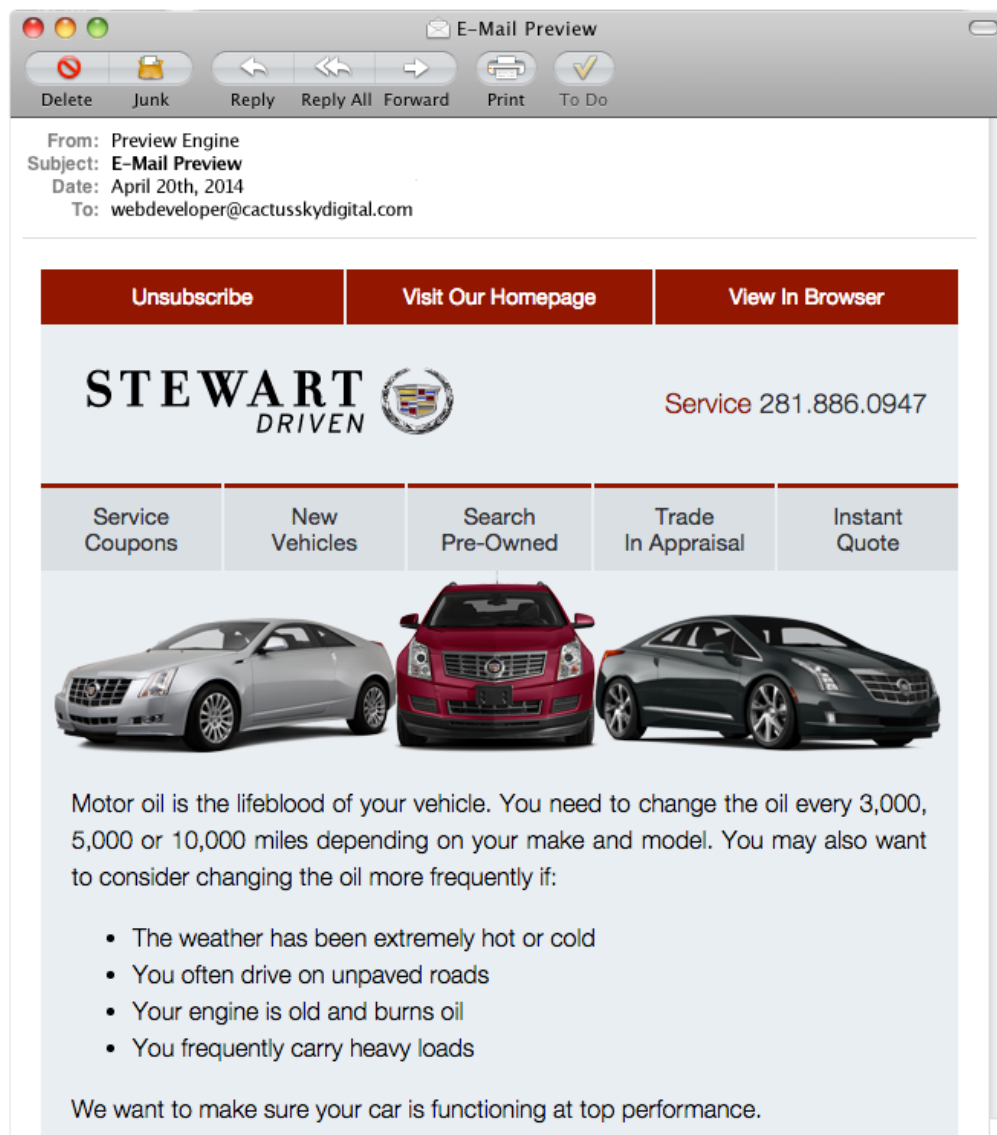
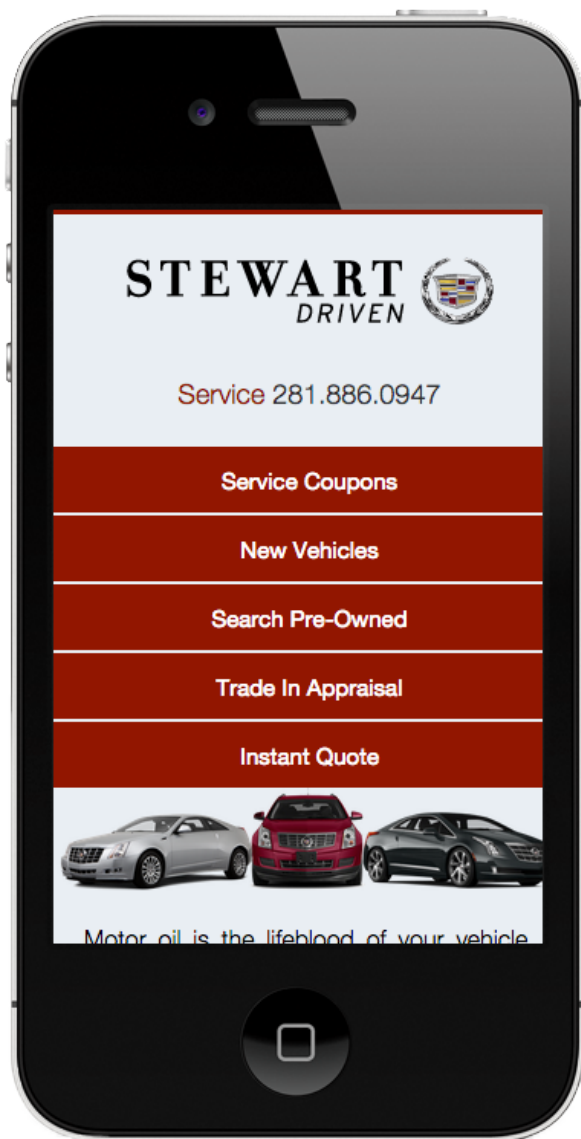
- Inspection of air conditioning system for leaks

Coupon cannot be used with any other offer. Valid at Select Chrysler Jeep Dodge of Wisconsin

LOGO

Powered by







# Sample Service Report

## Jerry's Toyota Service Report for May, 2015

[<Previous Month](#) - [Next Month>](#)

Customers and Interaction	Total
# of Service Matches	494
Revenue	Total
Customer Pay Revenue	\$121,566.61
Warranty Revenue	\$0.00
Total Revenue	\$121,566.61
Average Revenue per RO	\$246.09



1. Reporting broken down by Time from last visit
2. Re-activated Service Customers
3. New Conquest Customers

Response Breakdown	Total RO	Customer Pay Revenue	Warranty Revenue	Total Revenue	Average Revenue per RO
<b>1</b> First Service Visit - More Than 180 Days Since Vehicle Purchase Date	0	\$0.00	\$0.00	\$0.00	\$0.00
First Service Visit - Less Than 181 Days Since Vehicle Purchase Date	4	\$431.36	\$0.00	\$431.36	\$107.84
<b>2</b> More Than 365 Days Since Last Service Date	45	\$15,298.19	\$0.00	\$15,298.19	\$339.96
271-365 Days Since Last Service	22	\$7,931.65	\$0.00	\$7,931.65	\$360.53
181-270 Days Since Last Service	62	\$16,658.01	\$0.00	\$16,658.01	\$268.68
Less Than 180 Days Since Last Service	340	\$78,072.50	\$0.00	\$78,072.50	\$229.63
<b>3</b> Vehicle with no Sales nor Service History	21	\$3,174.90	\$0.00	\$3,174.90	\$151.19
Total	494	\$121,566.61	\$0.00	\$121,566.61	\$246.09

# Drive More Leads to your Dealership Website

The success behind a BDC is the combination of people, process and execution ultimately leading to increased traffic

- Phone Ups
- Internet Leads
- Unsold Traffic
- Owner Retention
- Database Mining
- Referral and Lead Generation

# Sample Dealership Website Traffic Report

Google Analytics



Total Traffic Sources: 116 Lead Igniter Rank: 4				Pages/Visit Site Avg: 2.79 Lead Igniter: 2.86		
Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	24,091 % of Total: 88.92% (27,094)	54.31% Avg for View: 57.22% (-5.08%)	13,084 % of Total: 84.40% (15,503)	51.09% Avg for View: 53.57% (-4.61%)	2.93 Avg for View: 2.79 (5.07%)	00:02:55 Avg for View: 00:02:44 (6.75%)
1. google / cpc	7,588 (31.50%)	46.14%	3,501 (26.76%)	72.72%	2.08	00:01:51
2. google / organic	6,674 (27.70%)	58.65%	3,914 (29.91%)	35.80%	3.70	00:03:28
3. (direct) / (none)	5,106 (21.19%)	58.56%	2,990 (22.85%)	51.70%	2.78	00:03:11
4. Lead Igniter	688 (2.86%)	36.63%	252 (1.93%)	46.80%	2.86	00:02:52
5. sampack.com / referral	658 (2.73%)	24.47%	161 (1.23%)	29.64%	3.66	00:04:46
6. bing / organic	630 (2.62%)	67.14%	423 (3.23%)	26.83%	4.40	00:04:14
7. yahoo / organic	602 (2.50%)	53.16%	320 (2.45%)	35.55%	3.40	00:03:32

Consistently  
in the top 5  
website  
traffic  
sources

# Clicker Reports

**Reports tell you which customers click through from the email to your website and show you what they are looking at**

Email Address	Link Description	Full Name	H-Phone	W-Phone	Make	Model	Year	Salesperson
Cmarcian@aol.com	New Vehicles	Michael Marc		4103452345	Chevrolet	Silverado	2011	104643
dredm@baybroad.net	New Vehicles	David Red		4103456789	Unknown		0	104643
kberty@yahoo.com	Pre-Owned Vehicles	Lorenzo Villa		3023452345	Chevrolet	Camaro	2010	104643
Lorennp@Comcast.net	New Vehicles	Paul Loren	5714563456	5717863456	Chevrolet	Traverse	2011	104643
Tleidy@aol.com	New Vehicles	Tom Leydi		4103452367	Chevrolet	Tahoe	2009	104643

# Targeted Follow-Up Gets Them Hooked

- Use data from reports to follow up on prospects based upon interest
- Behavioral targeting
- If they click on a link for used cars, they are a prospect for used cars
- If they click on a link for service, they are a prospect for service
- Send them info based upon what they want





# Prospect Activity Tracking

- A prospect receives a sales email from your dealership with links to New Vehicles, Pre-Owned Vehicles, Value My Trade, and Service Coupons.
- Based on what links they click, use marketing automation to follow up with targeted letters related to their interest.
- Take it a step further, and send follow-up messages to website visitors and re-visitors based on what pages they viewed.



# You Have the Leads!

Feed your BDC with hot prospects through data mining and targeted follow-up.

1. Mine Your Data for New Leads
2. Send Targeted Message
3. Automate Follow-Up
4. Convert Leads into Sales

# Questions?

# Convert Dead Leads to Hot Prospects With Data Mining



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