

Selling Service to the Mobile Consumer



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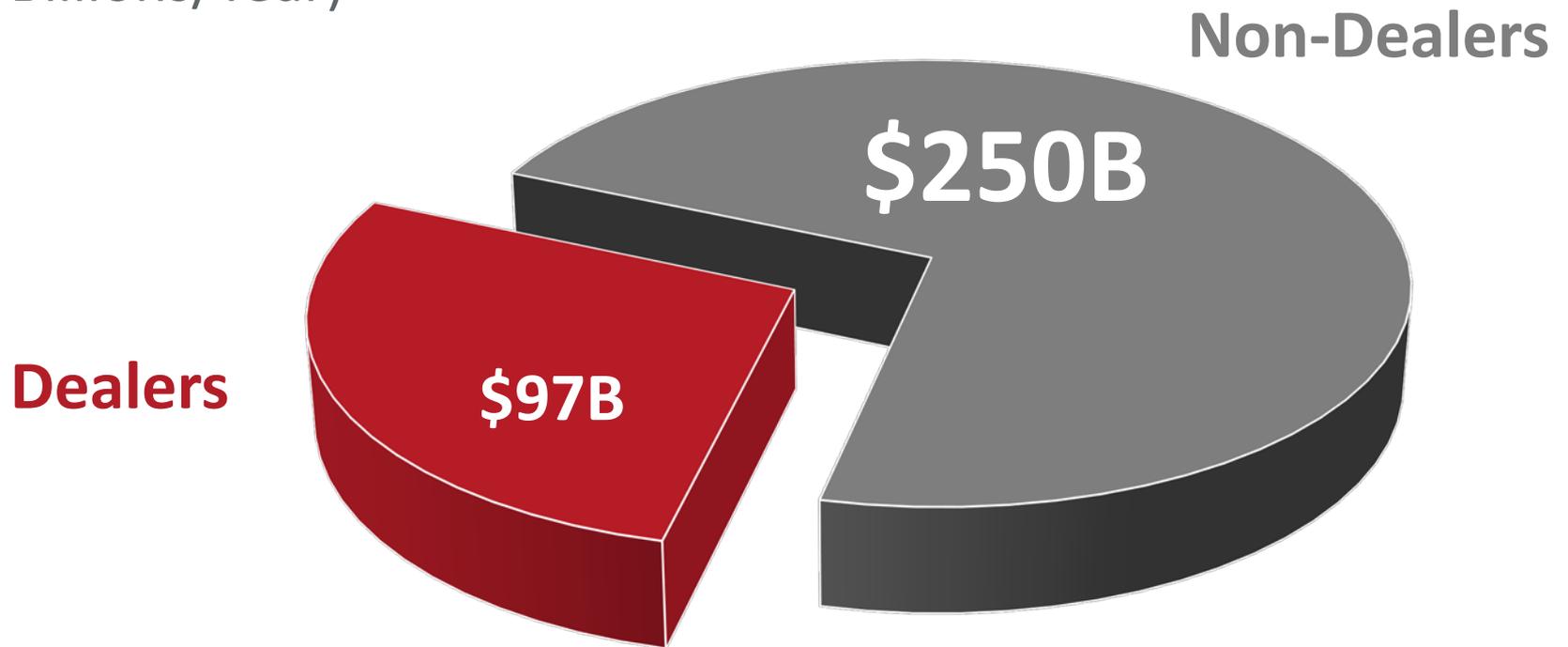
@dealeron
#NADASHOW

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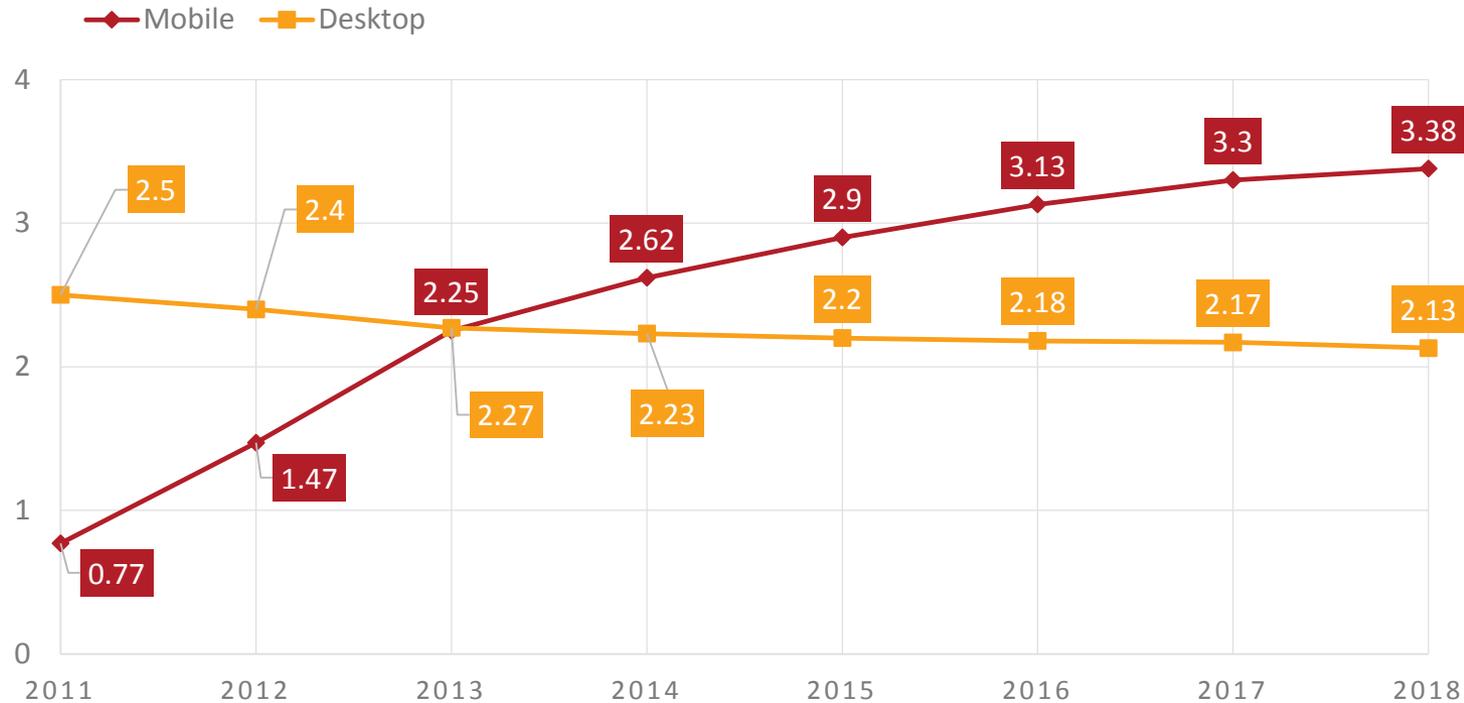
Service & Parts >\$340B/Yr, but dealers get < 30%

Service & Parts Market
(\$ Billions/Year)



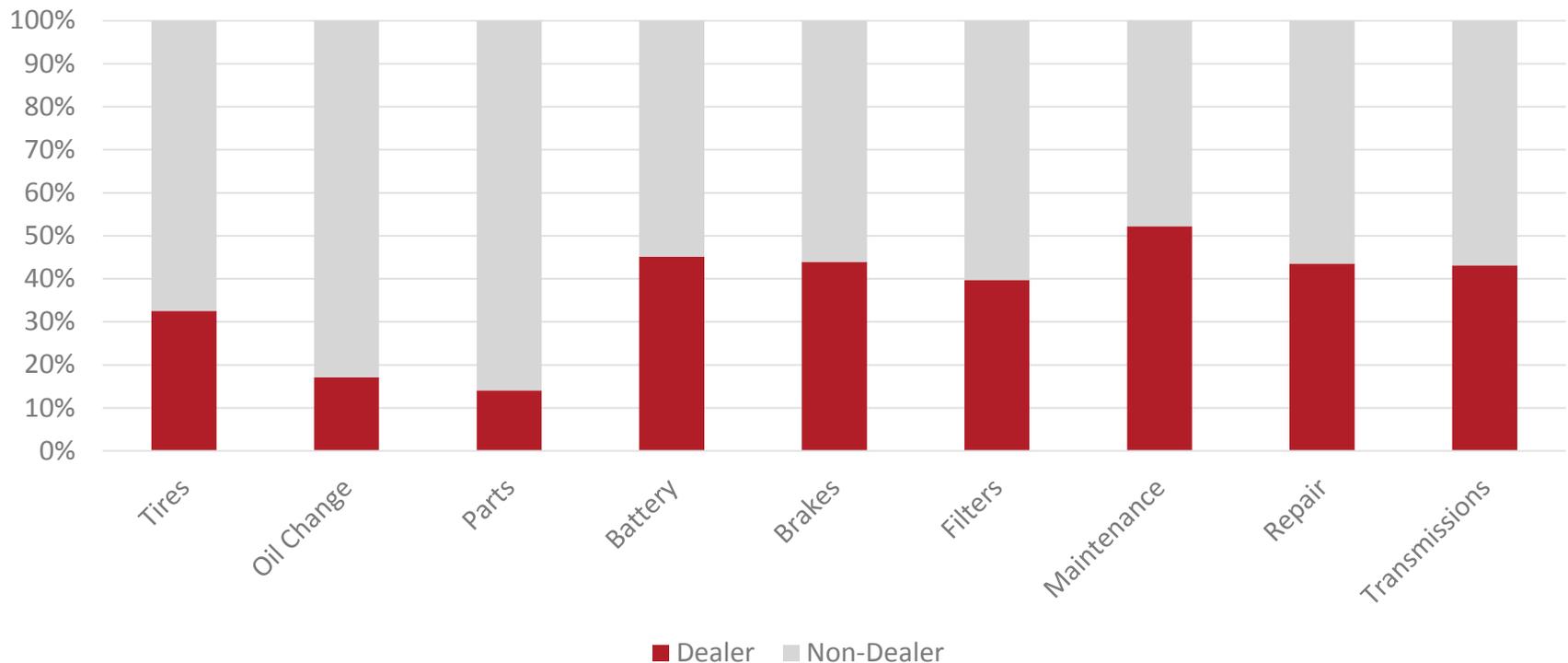
Consumers Use Phones More Than Desktops for Browsing Internet

Average Hours Per Day With Media By US Adults



The Reality Of Buying Parts Online ...

Online Market Share for Various Fixed Ops Categories



- Online, 3rd parties crush dealerships in tires, oil changes, and parts..
- But this can change, if dealerships change accordingly ...

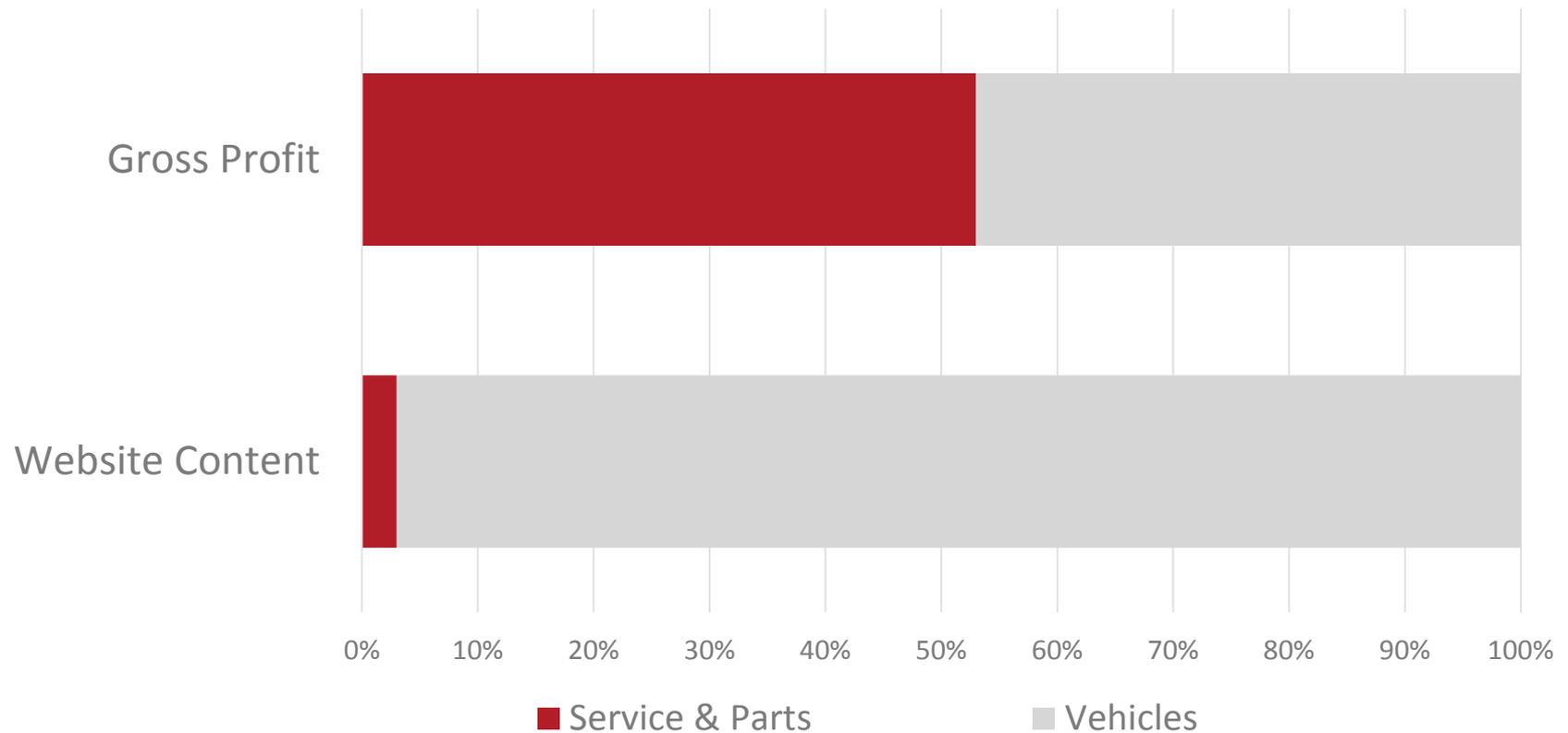
How Dealerships Service & Parts Can Crush Online

- Have fully-responsive, **mobile-friendly** website service content
- Have awesome **Fast & Google Friendly Mobile Online Presence**
- Use targeted **SEM** to be found in paid searches
- Enable a full **online store** with payments, orders, shipping, tracking, etc. and use **offers**

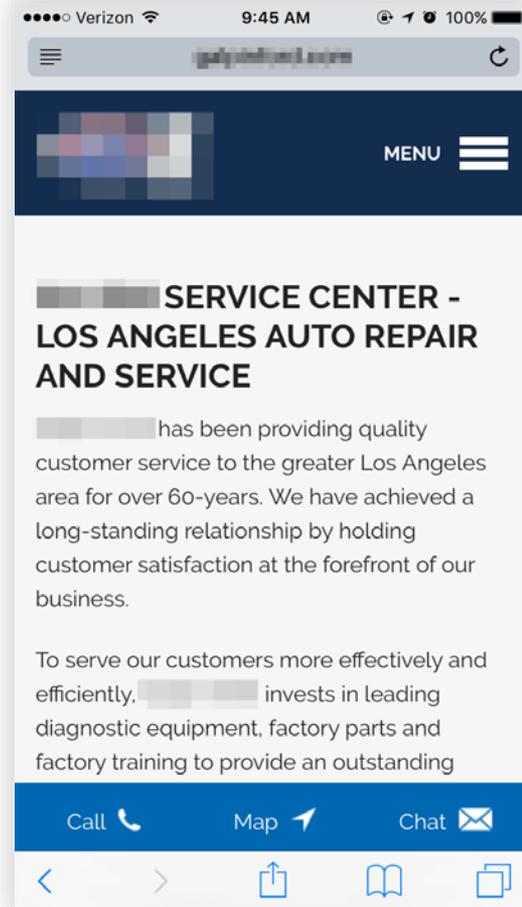
Website Service Content

Dealer Profit and Website Content: What's Wrong With This Picture?

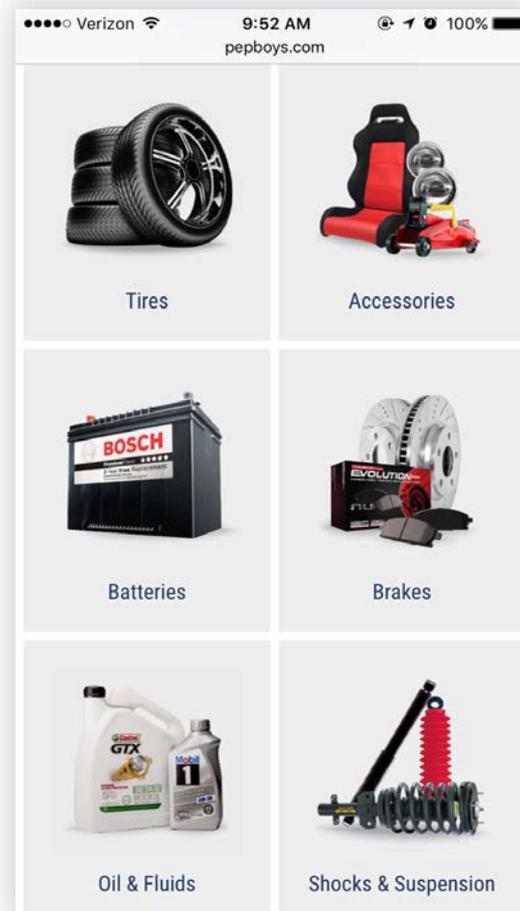
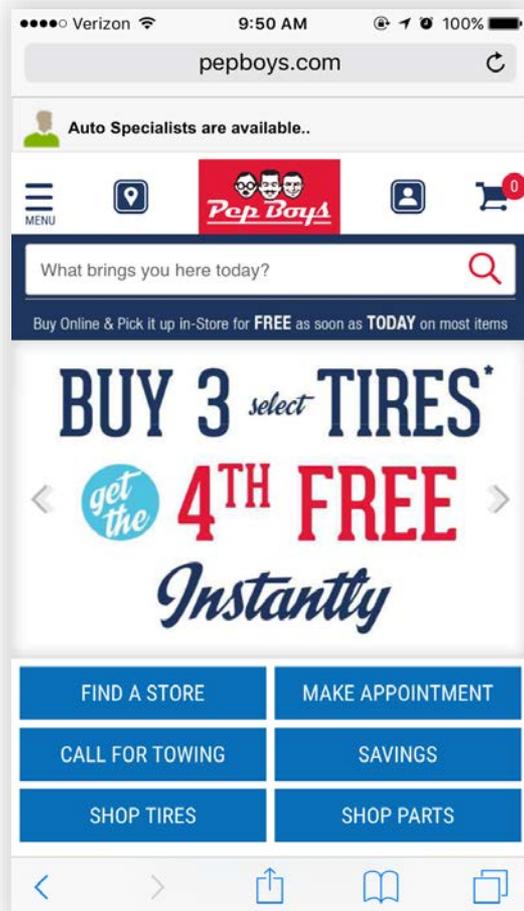
Source: NADA DATA, 2013



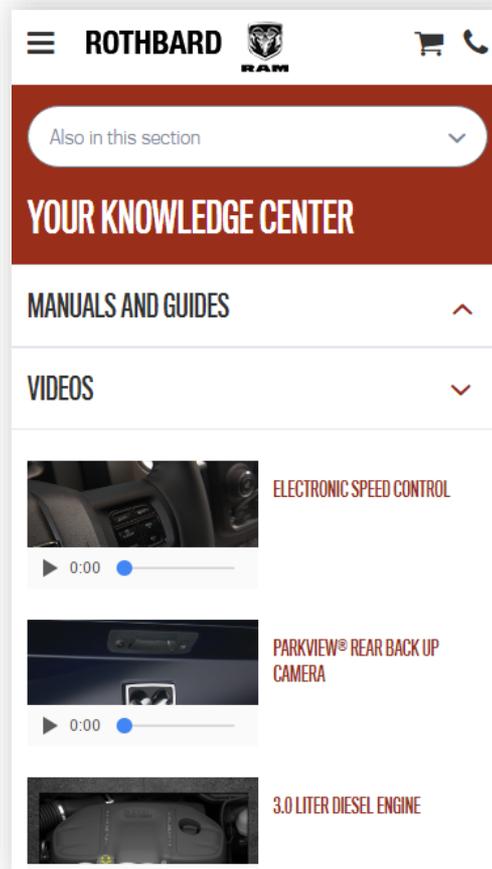
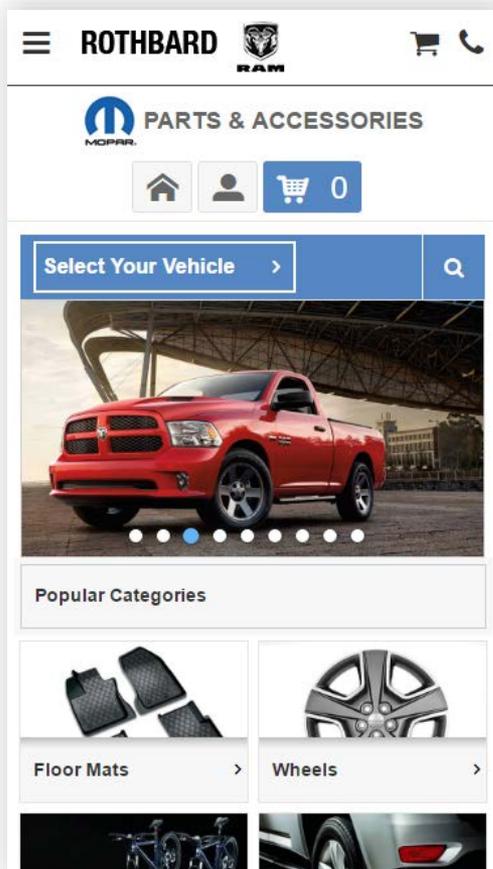
Dealer Service Content Currently



3rd-Party Service Chain: Pep Boys



Parts & Service Content for Dealers



Tire Configurator


ROTHBARD FORD


Tire Finder

Locate the best tires for your Ford — or any other vehicles in your garage — with our new Tire Finder. We offer a Low Price Tire Guarantee* on all 13 of our name-brand tires, and your local Ford Service technicians will install your tires with expert care.

*Valid on dealer-installed retail purchases only. Requires presentation of competitor's current price ad/offer on exact tire sold by dealership within 30 days after purchase. See participating dealership for details.

FIND THE RIGHT TIRE

Vehicle	Size	Recent Searches
Year ▼	Make ▼	Model ▼
Trim (Optional) ▼		


ROTHBARD FORD


Tire Finder

Results for **2017 Ford F-150 King Ranch Super Crew 2WD**

Tire photo shows tread pattern for a given line; Sidewall may differ.

[Change Vehicle](#) | [Change Store](#)

[New Tire Search](#)

Sort

Filter



Michelin
PREMIER LTX

\$250.00 ^{1,2}

Size: 265/60R18

[\\$70 Offer Details](#)

Select 2 or 3 to Compare



Hankook
DYNAPRO HT RH12

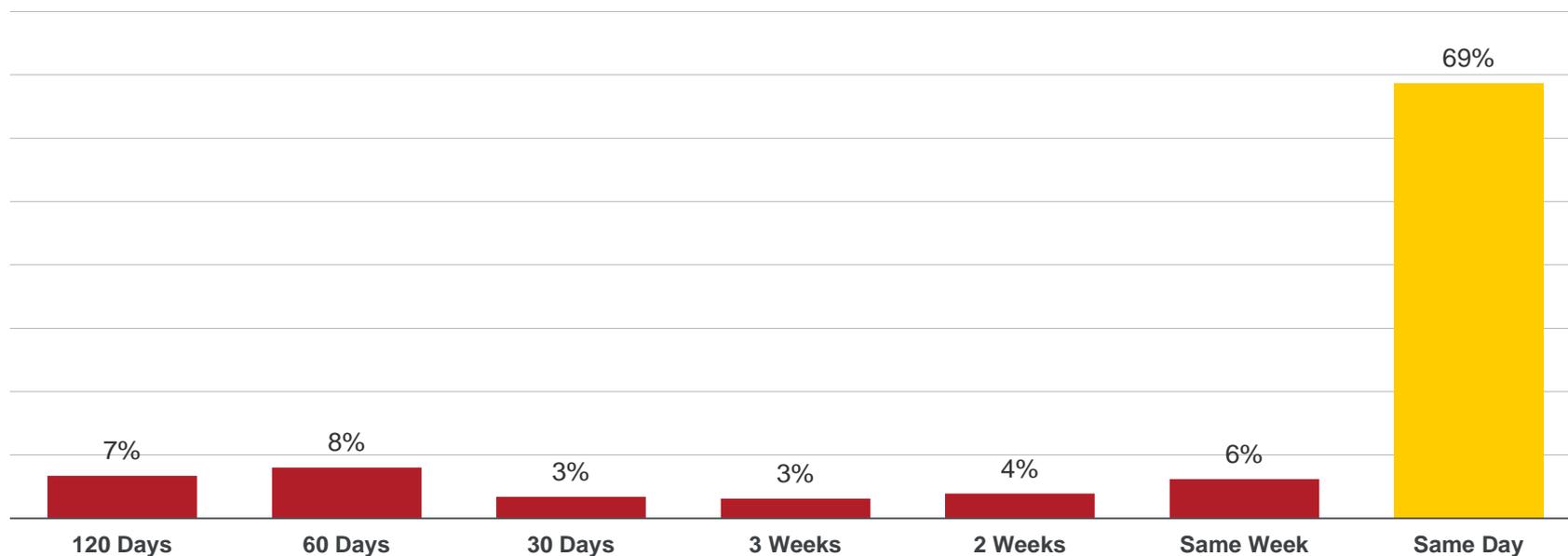
\$194.00 ^{1,2}

Size: 265/60R18

Goals Are Not “Leads”

Shopping Cycle is Hours, Not Weeks

Nearly 70 percent of parts & service shoppers buy within one day



Share of first research visits prior to conversion
(vehicle service brands)

Goals for the service site



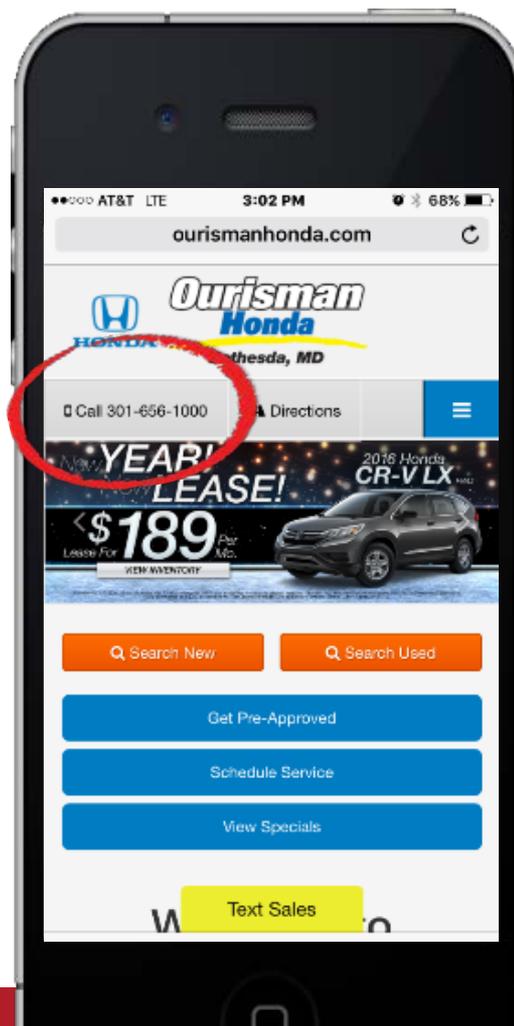
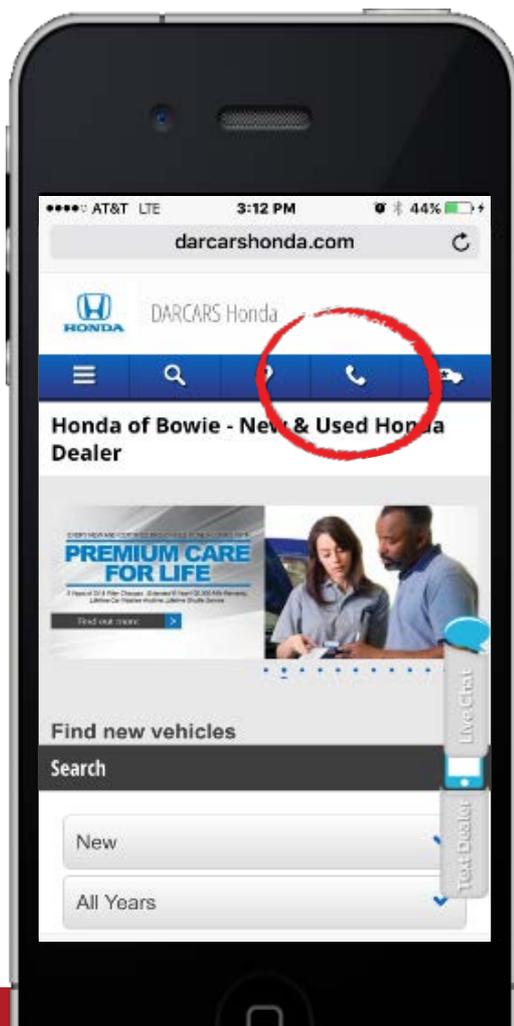
Phone Calls – Top Task for Mobile Service



Phone icon



Phone number



+30%

Calls

Increase Service Phone-Ups

- Large, obvious phone number; dynamically-trackable



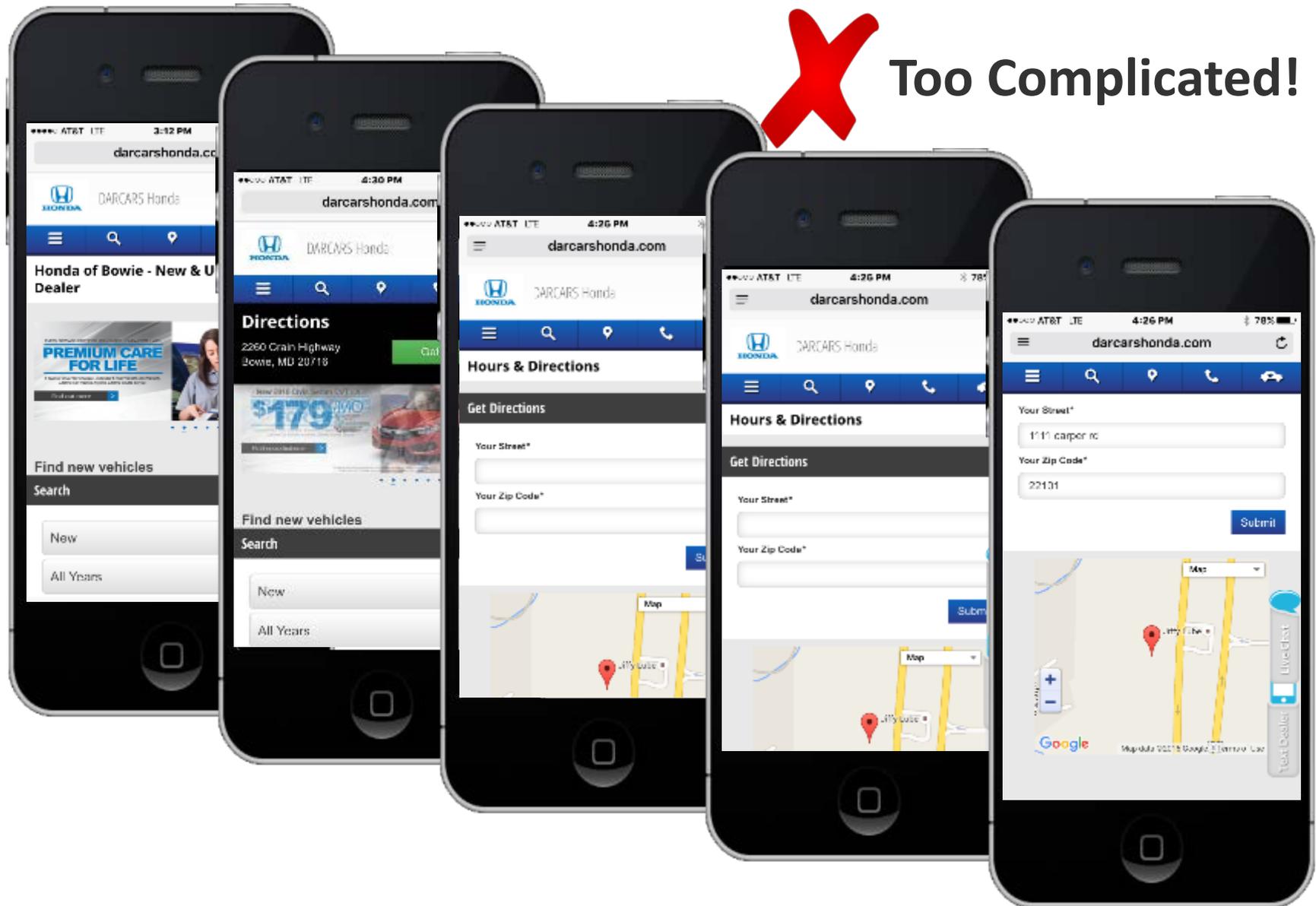
 

Call 855-293-2680 Directions 

\$200 OFF! NEW OR PRE-OWNED VEHICLES
▶ TAP TO GET THIS OFFER

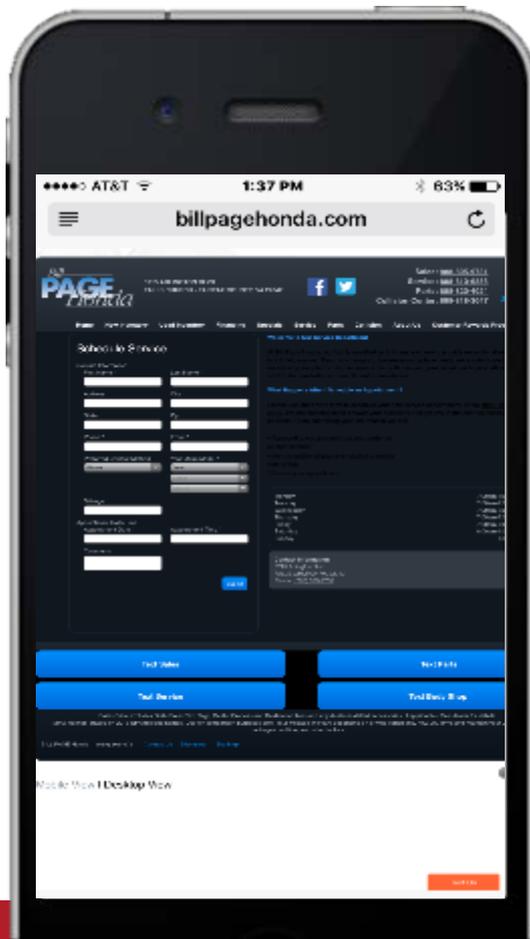
Directions Should be One Click – Easy



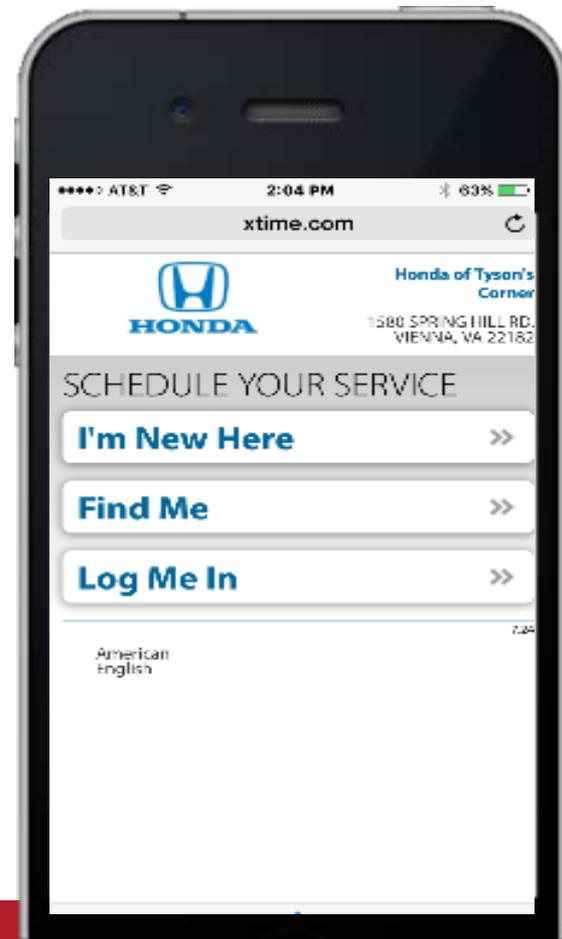
Service Appointments – Quick & Easy



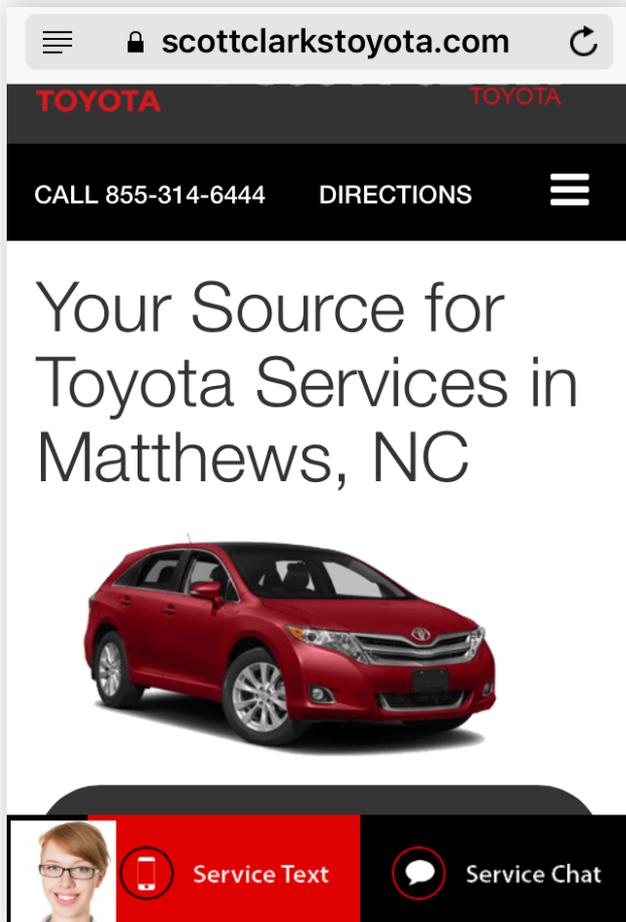
Hard



Easy



Service Appointments: Quick & Easy



scottclarkstoyota.com

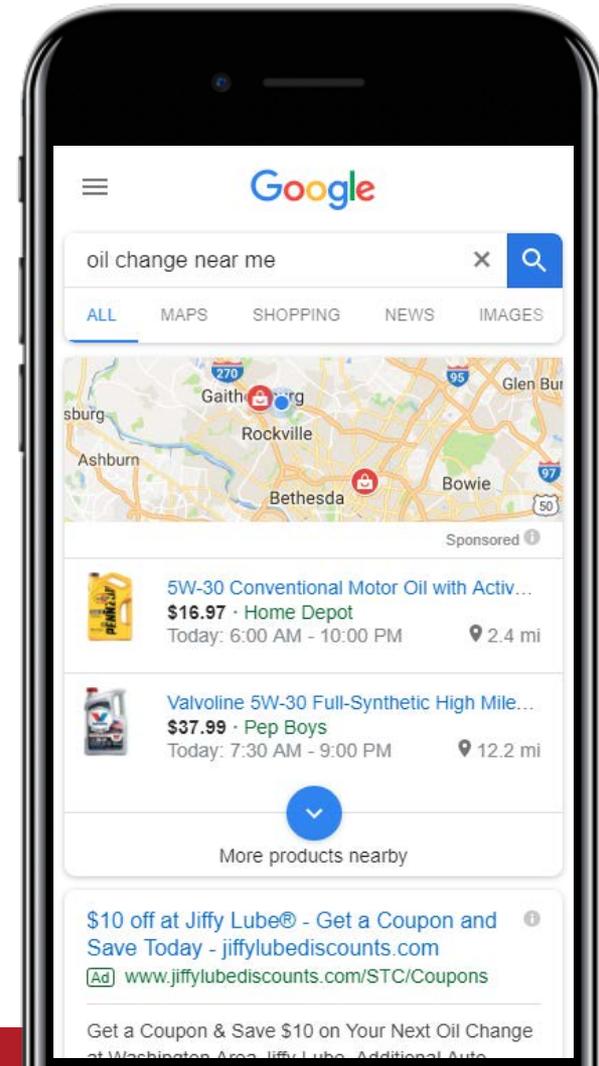
TOYOTA TOYOTA

CALL 855-314-6444 DIRECTIONS

Your Source for Toyota Services in Matthews, NC



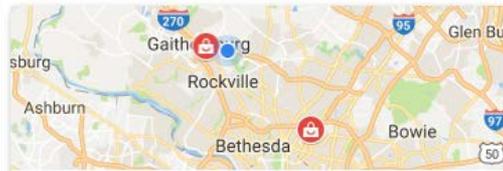
Service Text Service Chat



Google

oil change near me

ALL MAPS SHOPPING NEWS IMAGES



Sponsored

5W-30 Conventional Motor Oil with Activ...
\$16.97 · Home Depot
 Today: 6:00 AM - 10:00 PM 2.4 mi

Valvoline 5W-30 Full-Synthetic High Mile...
\$37.99 · Pep Boys
 Today: 7:30 AM - 9:00 PM 12.2 mi

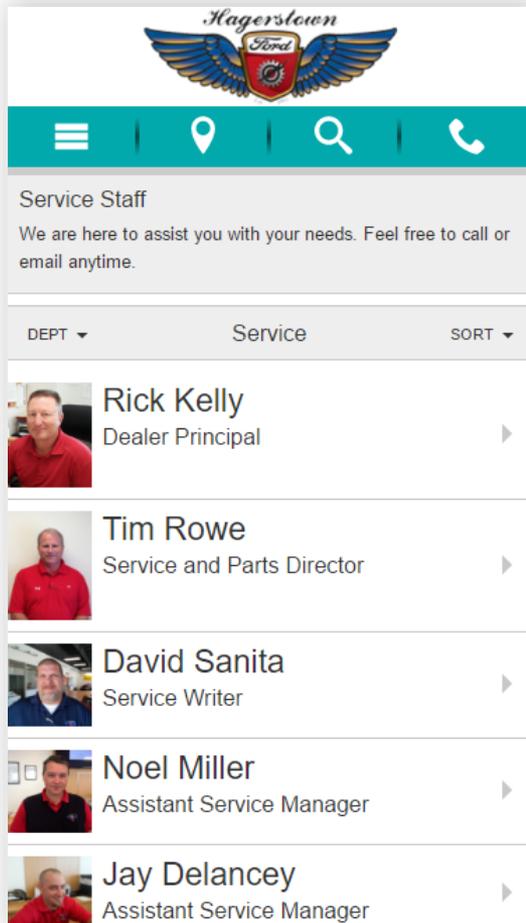
More products nearby

\$10 off at Jiffy Lube® - Get a Coupon and Save Today - jiffylubediscounts.com
www.jiffylubediscounts.com/STC/Coupons

Get a Coupon & Save \$10 on Your Next Oil Change at Washington Area Jiffy Lube. Additional Auto

Why Your Dealership Instead of 3rd Party Service Chain?

Highlight Staff Credibility



Example:

- Automotive Experience: 14 years
- Current Position: 3 years
- Special Awards: Master Certified Ford and Lincoln Service Manager and Service Consultant, Ranked 1st in 2015 for Washington DC Region in Ford's Employee Excellence Program.

Use Educational Video

How-to
videos
explain



Lustine TOYOTA

Toyota Tires

Toyota Service Tips 101 | Tires | 20... ▶

Let's Go

The right tires not only help contribute to your vehicle's handling and performance, but can also impact fuel efficiency and safety as well. If your tires are showing signs of wear, you can get exact replacements for the original tires at a competitive price at Lustine Toyota Service Center. Our factory trained and certified Toyota technicians will ensure that your tires are mounted, balanced and inflated to match your Toyota vehicle's specifications.

Price Your Tires
CLICK HERE

View our competitive tire prices by clicking on the "Price

Ford ROTHBARD FORD

VEHICLE > CENTER CONSOLE

How to locate auxiliary powerpoint outlets

THIS INFORMATION MAY NOT APPLY TO YOUR VEHICLE

Which vehicle would you like help with?
Choose ▼

Availability and locations vary by model



Video Increases Search Engine Footprint and Builds Consumer Trust

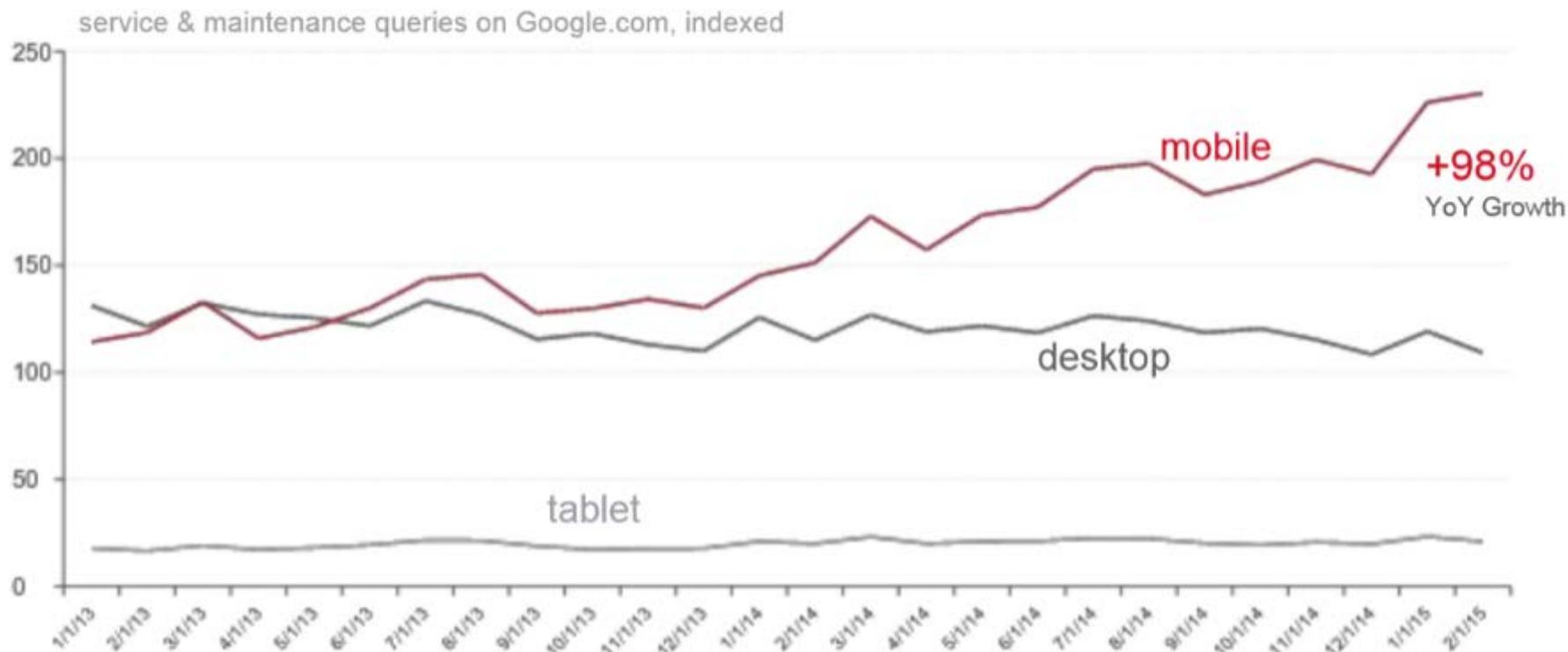


Of people who took their vehicle in for service first heard about the service center they visited through video.



Google-Friendly Online Mobile Presence

Mobile Fixed-Ops Marketing is the Future

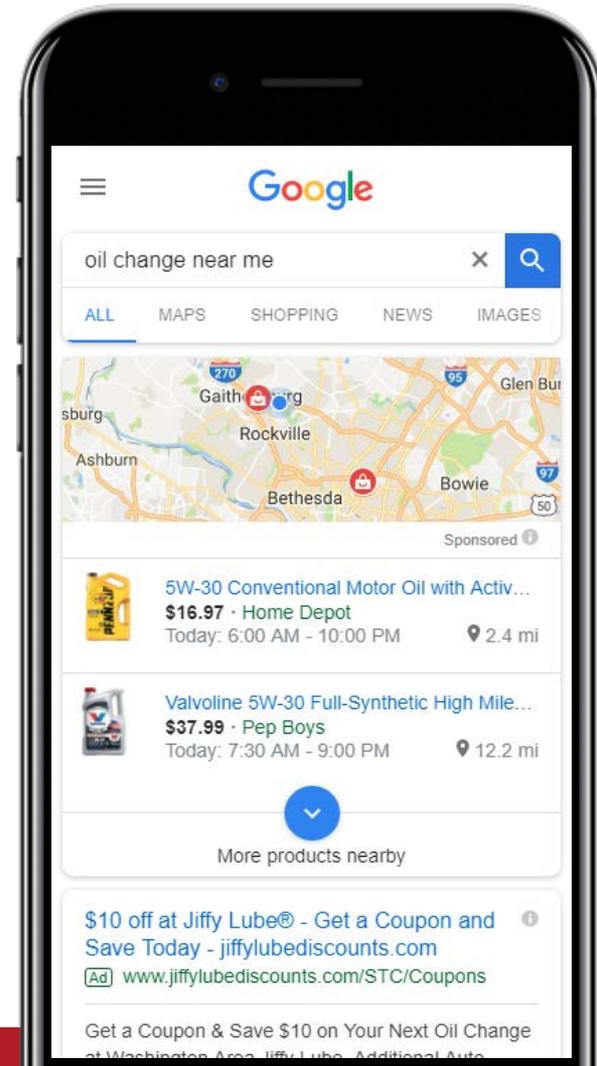


More than 50% of Fixed Ops Searches are Mobile

 **>50%**

More than half of searches related to parts, services, and maintenance come from mobile.

Google Internal Data, January – August 2017, US



Dealers Are Absent on Google

First page of mobile search results ... many national brands, no dealerships at all.

The screenshot displays a mobile search interface for 'brake service'. The results are organized into several columns:

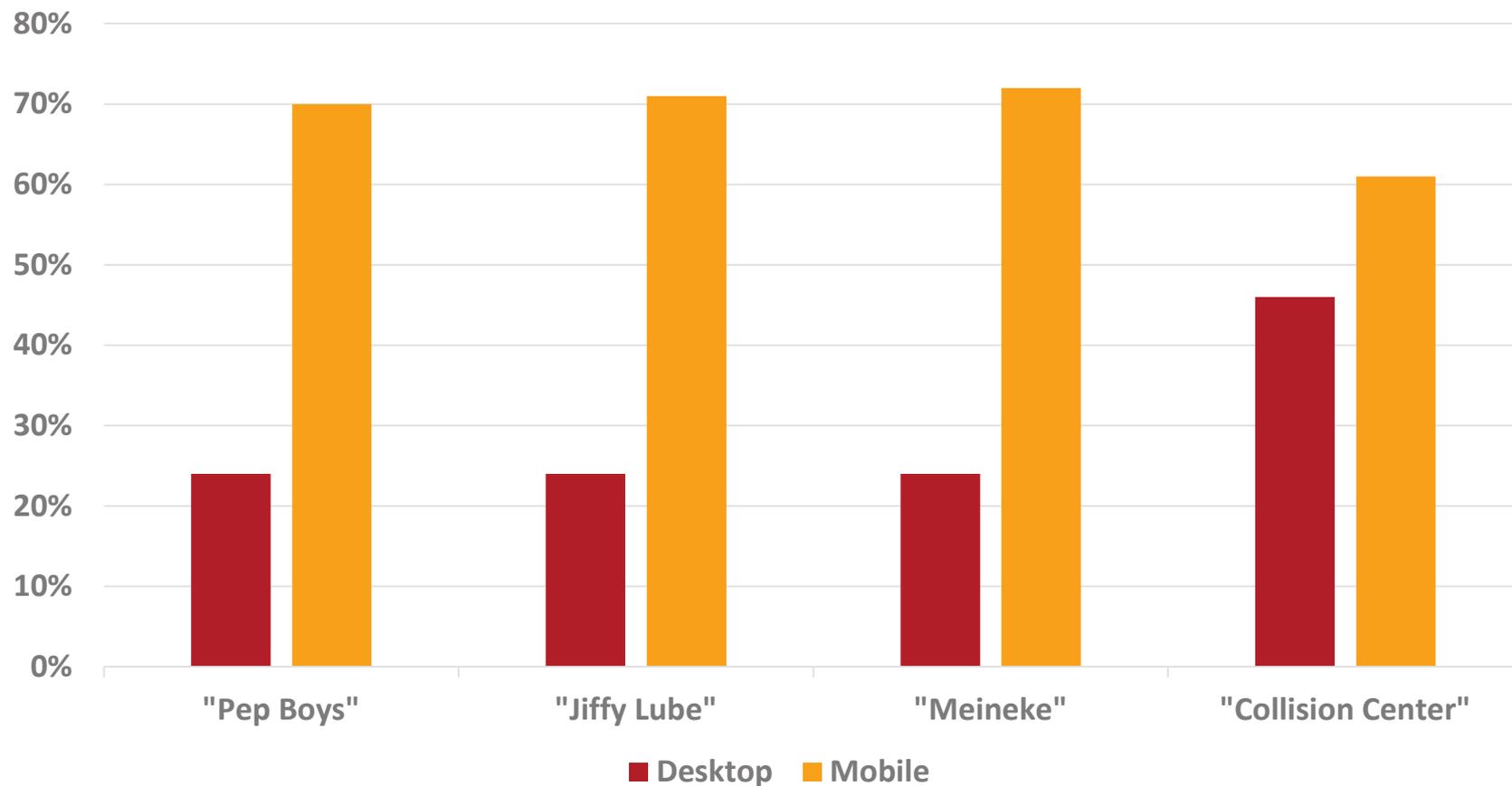
- Left Column:** Lists search filters (ALL, MAPS, SHOPPING, IMAGES, VIDEOS) and several search results for brake services, including 'Call (240) 801-7743 - Ricetire.com', 'Time For New Brakes? - Midas.com', and '\$25 Off Brakes - Includes Brake Pads & Rotors - winklerautomotive.com'.
- Map:** Shows a map of the Rock Creek Regional Park area with markers for 'Ormsby Auto' and 'Meineke Car Care Center'.
- Second Column:** Provides details for 'NTB - National Tire & Battery' (1.9 stars, 29 reviews, 0.4 mi), 'Ormsby Auto' (4.7 stars, 54 reviews, 0.2 mi), and 'Meineke Car Care Center' (3.9 stars, 41 reviews, 0.9 mi).
- Third Column:** Features text-based search results such as 'Meineke Car Care Meineke Services', 'Best Brakes in Rockville, MD - Yelp', and 'Drake's Brakes | Brake Pads | Brake Service | Brake Repair | Auto Service - Pep Boys'.
- Fourth Column:** Contains informational text like 'If your brakes are grinding or vibrating, get to a nearby Jiffy Lube for brake maintenance, repair & pad replacement. Drive away ...' and 'Auto & Truck Repair Services In Rockville, MD | Tires Plus'.
- Fifth Column:** Lists more search results, including 'Auto Brake Service' (www.napaautocareoffrederick.com/), 'Rockville's Auto Repair Expert - Superior Auto Service', and 'Call (240) 428-6687 - Ampmtowingmd.com'.
- Right Column:** Shows a list of related search suggestions such as 'brake service coupons', 'brake repair cost estimate', 'brake service cost', 'brake repair shops near me', 'walmart brake service', and 'brake service coupons'.

Notably, no dealerships are present in any of the search results.

Scroll, next page, scroll next page ... first dealership shows up on the THIRD page!

Mobile Dominates Search Volumes for Competitors and Generic Business Types

Google Search Volume Washington, DC January 2016

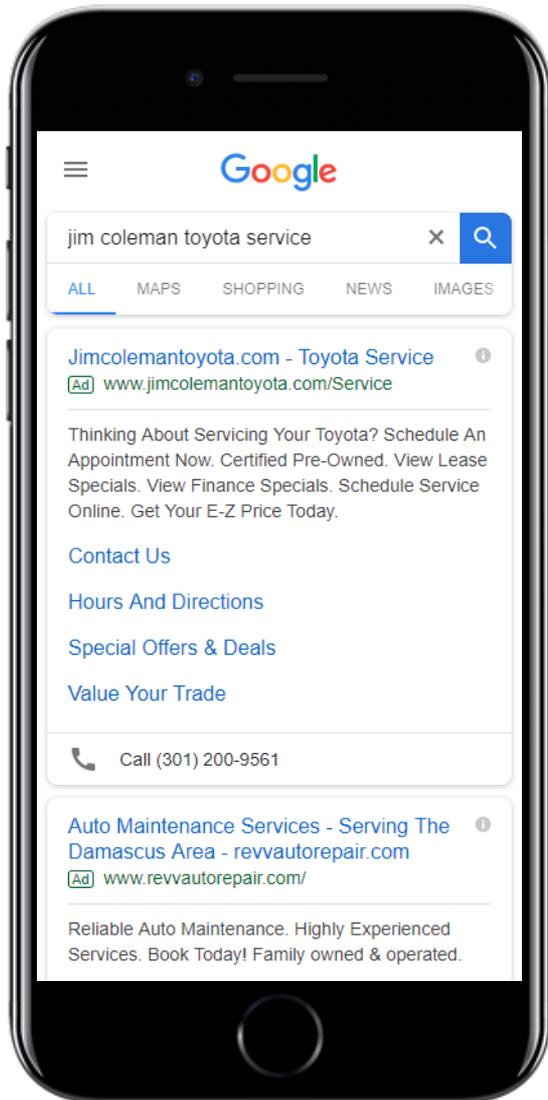


Google My Business Adds Pins For Fixed Ops

The image shows a Google Maps interface. On the left, a business listing for "Jim Coleman Toyota Parts" is displayed. The listing includes the address "Bethesda, MD 20817", the website "jimcolemantoyota.com", and operating hours "Open now: 8AM-5:30PM". Below the listing are options to "Save", "Nearby", "Send to your phone", and "Share". A "Directions" button is also visible. At the bottom of the listing, there are options to "Add missing information", "Add phone number", and "Add a photo".

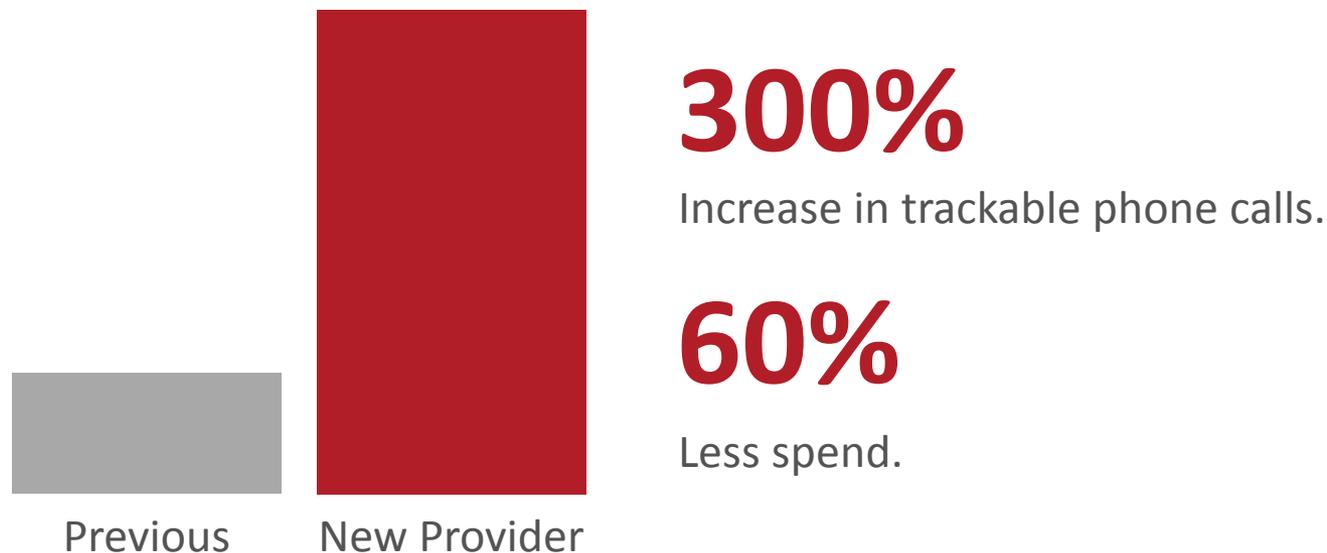
The main map area shows a street view of a building. Two pins are placed on the map: a red pin labeled "Jim Coleman Toyota" and a red pin labeled "Toyota Parts". A blue pin labeled "JIM COLEMAN" is also visible. In the top right corner, there is a user profile icon labeled "J" and a notification icon. The bottom right corner of the map shows the Google logo and map data information: "Map data ©2018 Google United States Terms Send feedback 20 ft".

Mobile SERP's Heavily Favor Paid Search



- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term
- You MUST Buy Your Brand
- Consider Buying Competitors

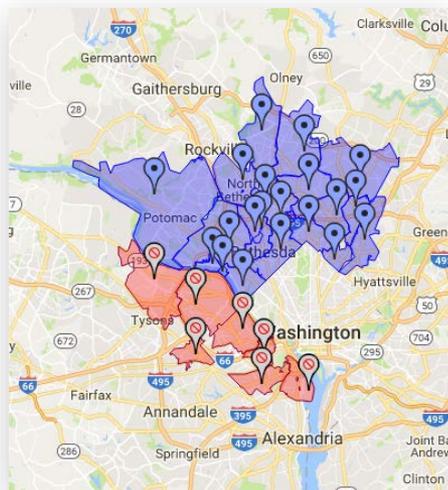
Fixed Ops Mobile Ad Case Study for ABC Auto Group Fixed Ops



"...the results [Provider] have produced have restored our faith in the Fixed Ops Digital Program. When we switched, our trackable phone calls from our Fixed Ops campaign went up 300% ... and that was on 60% LESS SPEND ... The results have been AMAZING!"

- eCommerce Manager at ABC Auto Group

Call-Only Ads



Call 301-200-9561 - Chris Deringer Auto Group®
 Ad chrisderingerautogroup.com/trusted_local/deals

Better Deals Than The Other Guys
 Save Up To \$3,000 On New & Used Cars



Call 301-200-9561 - Chris Deringer Auto Group®
 Ad chrisderingerautogroup.com/trusted_local/service

We'll Beat Any Signature Service.
 Complete Service Starting From \$39.99



More than half of auto parts and service shoppers who use mobile search call the service provider directly from a search result.

STEP

1

Be strategic about who you're targeting and where.

STEP

3

Come up with a compelling Offer

STEP

2

Identify in-brand (if allowed) and competitor names

STEP

4

Set bids HIGH - \$20. (Remember – Every Click is a Call!)

Mobile Ad Best Practices

Ford® Oil Change Coupons – Starting At \$9.99

Ad

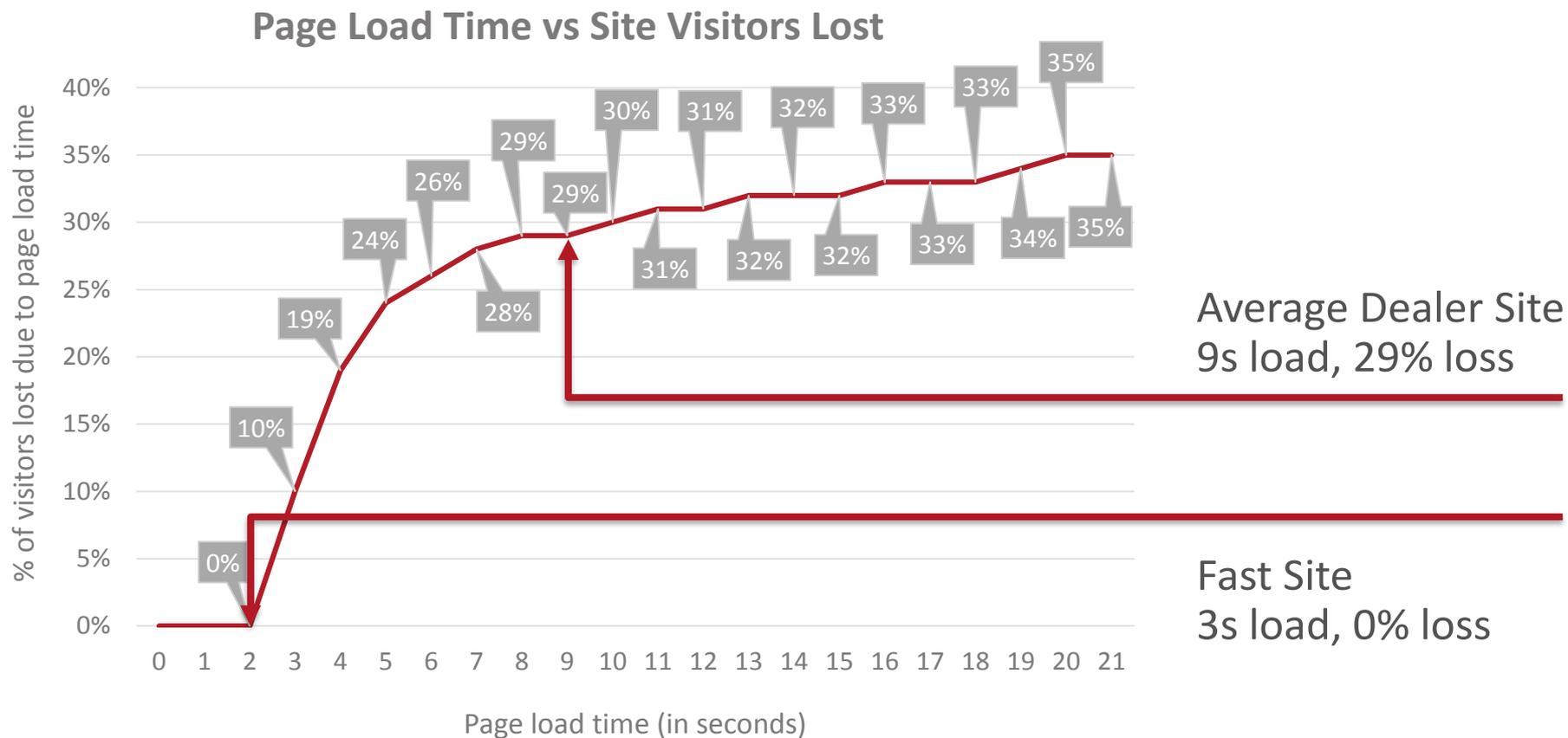
www.localforddealer.com (555) 555-5555

Call And Set Up Your Appointment In 5 Minutes!

[Schedule Service](#) [Get Coupons & Specials](#) [Hours & Directions](#)

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer

Google Says Avg Dealer Mobile Page Loses 28% of traffic before page loads



How Much Are You Wasting On Mobile SEM Because Of Your Slow Landing Pages?

Metric	Average Site	Fast Site	Change
Mobile Ad Spend	\$5,000	\$5,000	
Load Time	9s	3s	
% Loss	29%	0%	
Click Cost	\$2.50	\$2.50	
Clicks	2,000	2,000	
Click Loss	580	0	
Clicks	1420	2000	
Conv Rate	10%	10%	
Leads	142	200	+58
Leads/Sale	15%	15%	
Sales	21.3	30	+8.7
Gross/Sale	\$2,200	\$2,200	
Gross	\$46,860	\$66,000	+\$19,140

3rd-Party Chains Use Remarketing Ads

Mashable

BUY 3
INSTALLED TIRES
get the
4TH FREE.

SHOP TIRES ▶

MASHABLE REVIEW

Google Pixel is nearly everything you'd want

NOT CUT AND DRY
Should you always unfollow your ex after a breakup?
REVEALED BY RUSSIAN HACKERS
Bill Gates and Tim Cook were on Hillary Clinton's possible VP list
MOOD LIGHTBULBS
Weight Watchers criticized for linking weight and sex

Auto Specialists are not available..

Pep Boys

What brings you here today?

Buy Online & Pick it up in-Store for **FREE** as soon as **TODAY** on most items

BUY 3 *select* **TIRES***
get the **4TH FREE** *Instantly*

FIND A STORE MAKE APPOINTMENT

CALL FOR TOWING SAVINGS

SHOP TIRES SHOP PARTS

POPULAR CATEGORIES

Facebook & Twitter Service Marketing

Pep Boys - Manny, Moe & Jack
October 15 at 9:00am · 🌐

We'll be your go-to "car guy."



TIRE SERVICES
Make an Appointment [Book Now](#)

PREV MAINT
Visit Your Local Pep Boys

👍❤️ 26 5 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Pep Boys - Manny, Moe & Jack added a new video.
October 13 at 11:50pm · 🌐

True or false. Topping off the gas tank can damage your car.



Open in Twitter App

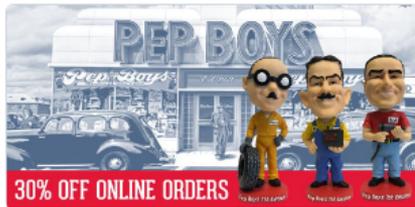
JessicaRabbit @LoveMe_4eva 1h
I'm probably need to get. New tires soon def before the winter

↩ in reply to @LoveMe_4eva

Pep Boys @pepboysauto
@LoveMe_4eva Stay safe! Check out our tire clearance and save up to 66% 👉 bit.ly/1llujQr

Oct 18, 2016, 12:57 PM

Pep Boys @pepboysauto Sep 22
That car project in the garage isn't going to finish itself. Get to tinkering with DIY savings! Use code: PEP30 bit.ly/1QVYVqC



↩ in reply to @dl_barnesjr

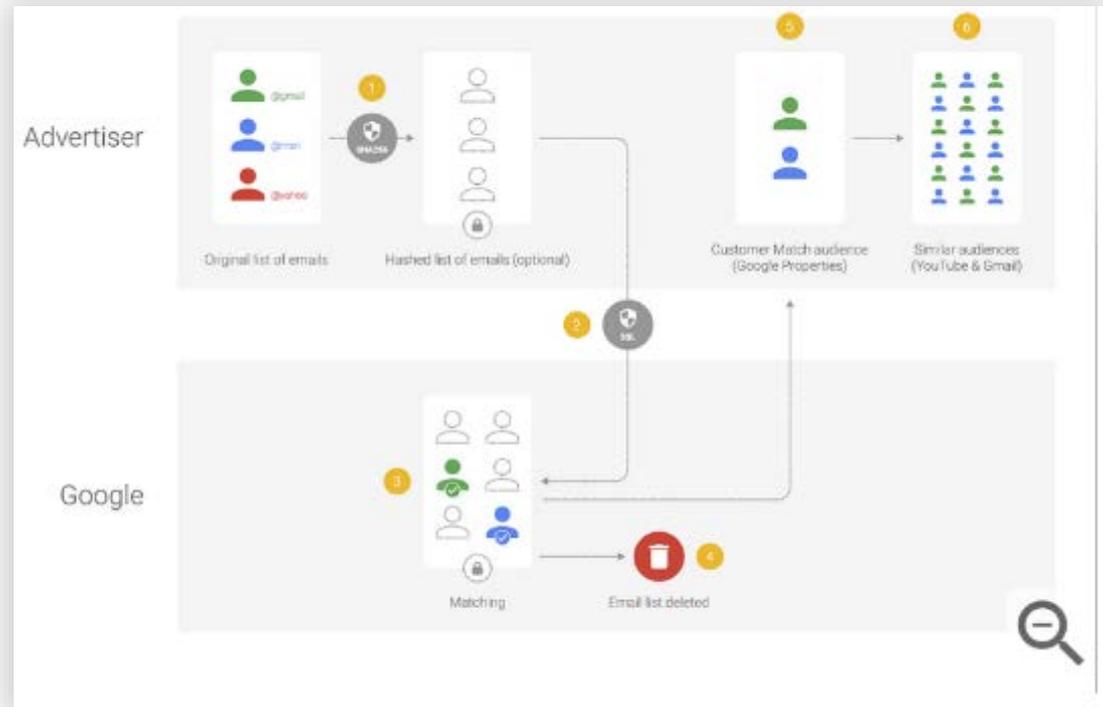
Pep Boys @pepboysauto Sep 22
@dl_barnesjr We aren't happy unless you are. Send us the details and let's see what we can do pepsocial@pepboys.com referencing Twitter

↩ in reply to @Grossmann_L

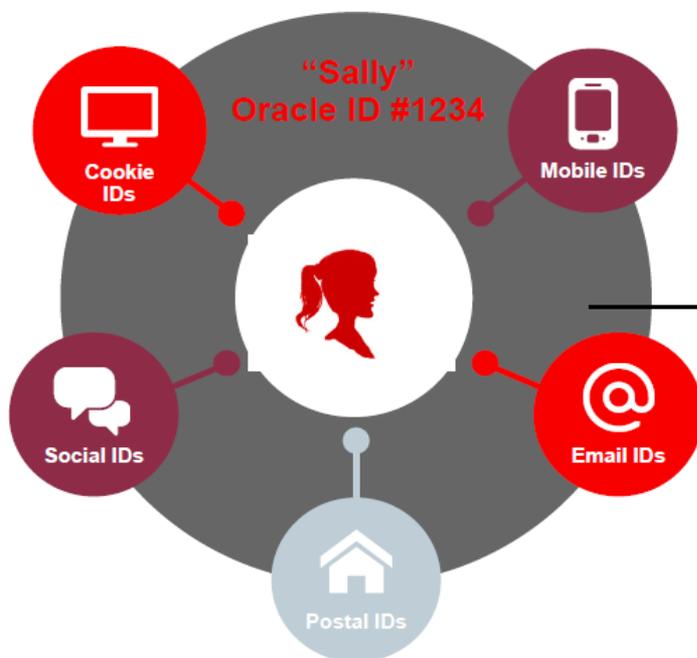
Pep Boys @pepboysauto Sep 22
@Grossmann_L We want to help. Send us an e-mail to pepsocial@pepboys.com referencing Twitter and we'll reach out to you to find a solution.

Google Customer Match for Fixed Ops Campaigns

- Market to Your DMS
- Leverage all Google properties
- Highly-targeted



Audience Marketing via Facebook, GDN, and Programmatic



SallySmith1981@gmail.com

SallyS1981@yahoo.com

Work: 518-555-1212
Personal: 518-555-1213



Twitter: @sally1983yeah
Facebook: Susan X. Smith
Snapchat: SS1983Yeah
Pinterest: SSYeahFoodie
Instagram: SSYeah1983Now



IDFA 3245
AdID 6687

Home: 124 Main Street, Albany NY
Work: 123 Corporate Park, Albany NY



IE ID Device 1 67543
Chrome ID Device1 87546
Chrome ID Device2 98766
I.P. Address: 148.87.13.11
I.P. Address: 148.89.33.22

Offers

What Else Do National Brands Do? Coupons!

Auto Specialists are available..

MEINEKE

What brings you here today?

Tire Clearance UP TO **66% OFF** SELECT TIRES OVER 150,000 TIRES ON SALE

Sale & Specials > Coupons

Available Coupons

- Up to \$30 off Wheel Alignment >
- 15% Off Any Select Service >
- 50% Off Installation of Shocks or Struts or 20% Off Do-It-Yourself Shocks or Struts >
- \$20 Off Any Synthetic Motor Oil Change Service >
- \$40 Off Brake Service >
- \$15 Off Pennzoil or Castrol High Mileage Motor Oil Change Service >
- \$19.99 Pep Boys Conventional Motor Oil Change Service >

meineke Account Locator

Offers at This Location

Coupons only valid if saved, emailed, or texted

SUPREME BRAKE SERVICE

\$229⁹⁵ PLUS TAX

PREMIUM OR CERAMIC LIFETIME WARRANTY
PADS OR SHOES • INSTALLATION • MEASURE ROTORS
CLEAN & ADJUST (WHERE APPROPRIATE)

Select

CUSTOM EXHAUST SERVICE

10% OFF

Decreases emissions and improves sc...

MY ORDER (0) MENU

GOODYEAR AUTO SERVICE

Service Specials

BIGGEST TIRE SAVINGS OF THE YEAR!! UP TO **\$230** IN SAVINGS
1. Conditions apply, ends 10/31/16

- \$19.95** Conventional Oil Change [See details >](#)
- \$34.95** Synthetic Blend Oil Change [See details >](#)
- \$59.95** Synthetic Oil Change [See details >](#)
- Free Flat Repair [See details >](#)
- FREE** Alignment Check [See details >](#)
- \$90 each** on Preventive Maintenance Fluids [See details >](#)
- FREE** Engine Light Check [See details >](#)
- FREE** Battery Check

What Should You Use? Coupons!

smith haven

Menu Search Directions Call MyCars

Service Specials

NY Service Specials

View our Long Island service specials below. Then schedule our next [St James car service online](#) to keep your car running like new.

Web Service Special

BUY 3, GET 1 FREE!

Lube, Oil & Filter Change!

Inc up to 5 quarts of oil, filter change & fluid level check. Synthetic, diesel vehicles & disposal fees extra; must present coupon prior to service; cannot be combined. 1 per customer. See Service Manager for details.

Offer expires: 10/31/2

[Request More Info](#) [Email a Friend](#) [Print](#) [Text Us](#)

Call 855-293-2019 Directions

\$9.99 OFF your next oil change

come in for an oil change
OEM specified oil only
Expires 12/04/2017

[Print Coupon](#)

[Send to Mobile](#)

[Save to pay](#)

[Add to Apple Wallet](#)

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Chevrolet | 712 East Gude Drive, Derwood, MD 20850 | Mobile Sales: 855-293-2019

Ourisman
Rockmont Chevrolet

Sales Service

SPECIAL OFFERS

\$100 MAIL-IN REBATE (DEBIT CARD) ON A SET OF FOUR TIRES**

From these select brands:
BRIDGESTONE • CONTINENTAL
GOODYEAR • HANKOOK
PIRELLI

[FIND TIRES](#)

OFFER ENDS 11/30/16.

**See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.

\$70 MAIL-IN REBATE (DEBIT CARD) ON A SET OF FOUR TIRES**

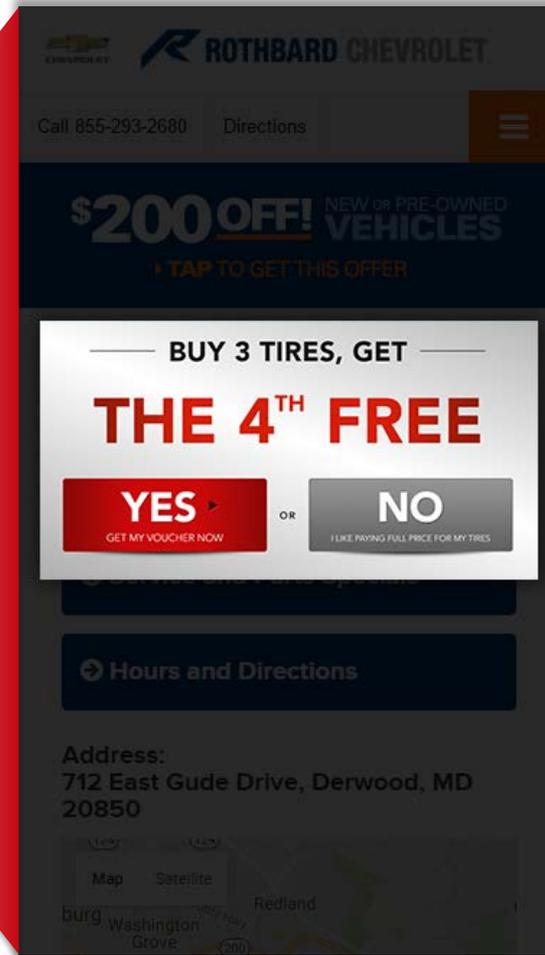
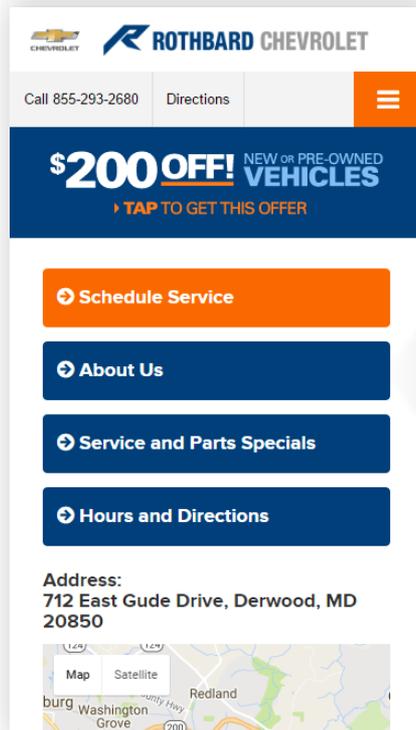
From this select brand:
MICHELIN

[FIND TIRES](#)

OFFER ENDS 11/30/16.

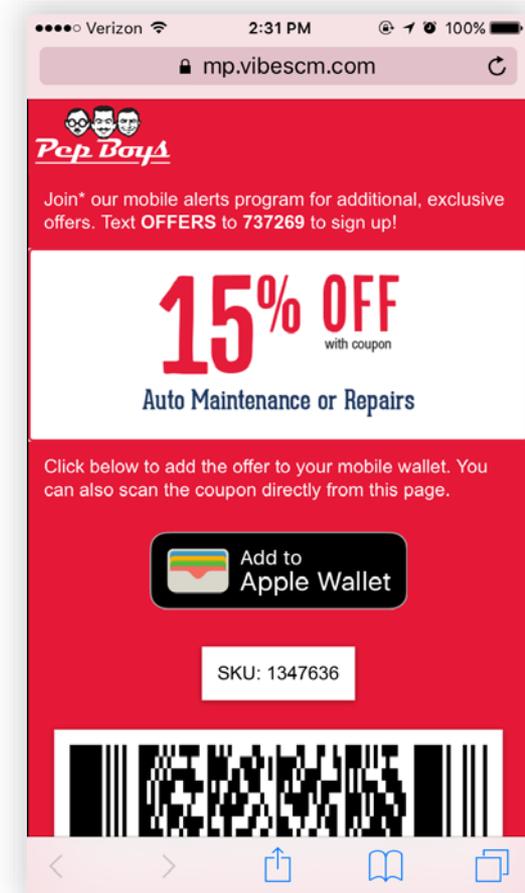
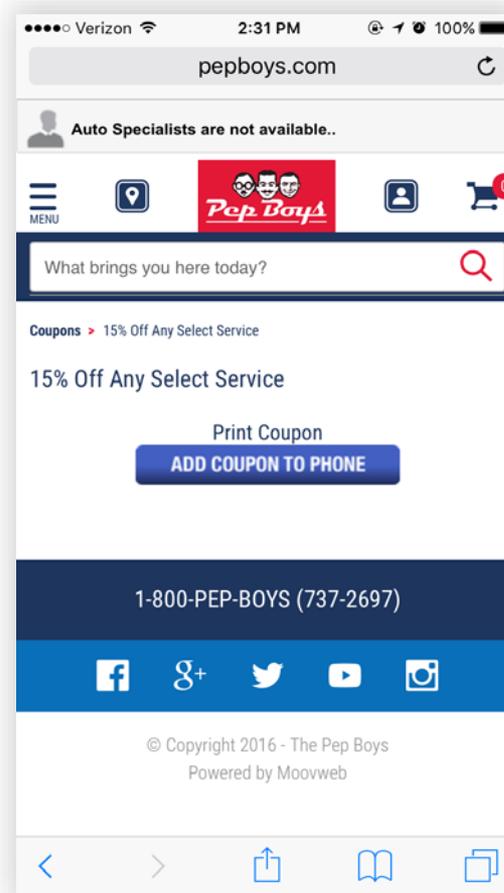
**See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.

Behaviorally-Targeted Service Ads



Virtual / Digital Service Coupons

- 10x redemption rate vs traditional
- Integration w/Google & Apple Wallet
- Trackable via Unique SKU
- Deletion Rate < 1%
- Create Loyalty Program



Parts & Service: Dealers Using E-Commerce

The image displays five overlapping screenshots of the ROTHBARD RAM website's e-commerce interface, illustrating the user journey from product discovery to checkout.

- Home Page (Leftmost):** Shows the ROTHBARD RAM logo, a search bar, and a navigation menu. The "Your Vehicle" section is set to "2016 Ram 1500". A sidebar menu lists various vehicle systems: AUTO PARTS, AUTOMATIC TRANSMISSION, BODY, BRAKES, COOLING SYSTEM, ELECTRICAL, EMISSION SYSTEM, ENGINE, and EXHAUST SYSTEM.
- Category Selection Page:** Shows the breadcrumb "Home > 2016 Ram 1500 > All Categories" and "SELECT PARTS CATEGORY 1500". It lists "MAINTENANCE & LUBRICATION/FILTERS 1500" as the selected category.
- Product Page:** Displays the product "AIR FILTER - 2016 (53032404AB)". It shows pricing: List Price: \$36.35, You Save: \$12.81, and Sale Price: \$23.54. A green "ADD TO CART" button is visible.
- Confirmation Message:** A green banner states "Item has been added to your cart".
- Cart Page (Rightmost):** Shows "YOUR CART" with one item: "AIR FILTER Part Number: 53032404AB" priced at \$23.54. The subtotal is \$23.54. Below the cart, it shows "Subtotal Amount: \$23.54" and "Estimated Shipping to Derwood, MD: \$15.93". A "SECURE CHECKOUT" button is prominently displayed.

Questions



Selling Service to the Mobile Consumer



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