



Optimizing Client Communications and Distribution

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Case Study | Industry: Automotive/Aftermarket

## Automotive Manufacturer Digital Marketing Portal



*The Dealer Zone has improved corporate brand communications by presenting all digital marketing efforts in a uniform manner.*

### OBJECTIVE:

A leading global automotive manufacturer with more than 2,000 dealerships wanted to create a new web-based digital marketing portal to support its dealer's lead generation efforts throughout the U.S. The current system was only producing 3-5% dealer participation per campaign. The client desired more personalization options for direct mail and email campaigns, and also called for brand specific campaigns that allowed their dealers to direct market specific brands and nameplates to existing and prospective customers. In addition, they also required the new web-based marketing portal to include unique messaging that would allow dealers to tailor specific incentives to customers by market segment (conquest/win back/retention).

### STRATEGY:

TGI Direct worked closely with the client and its dealers to determine exactly which features and functionality the new web-based marketing portal should include at launch. Dealers were extensively involved in the planning and testing phase to ensure that the new portal was easy-to-use and that it met all of their needs. TGI Direct implemented a comprehensive suite of web marketing tools to promote each of the brands sold within the dealer's sales channels. The web portal (The Dealer Zone) provides secure access web single log-in to a custom portal that is unique to each dealer. The Dealer Zone was integrated into the dealers' existing DMS system and a third party data source to create direct mail campaigns to existing and prospective clients. This allows each dealer to move beyond the static and ineffectual campaigns they previously used, and to create personalized campaigns to better reach their customers. TGI Direct completed the project by offering comprehensive training to OEM business center managers and the client's dealers with on-site sessions and webinars.



### RESULTS:

The Dealer Zone was widely adopted by dealers with 55% now using the tool, and their response rate has increased by 18% overall. Order volume monthly averages more than 750 campaigns resulting in over ten million unique direct mail messages. The portal's personalized approach has also reduced costs and minimized waste by providing relevant data marketing to consumers that are 'in market'. The Dealer Zone has also improved corporate brand communications by presenting all marketing efforts in a uniform manner.

TGI Direct's implementation of The Dealer Zone allowed the client and its dealers to dramatically improve their marketing efforts and connect with their customers in more personal and sophisticated ways. The portal also provides campaign metrics, dealer marketing data and collateral content for sales training in preparation for the dealer's promotion goals.