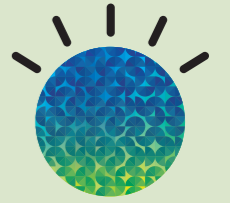


The power to convert Automotive digital demand into sales



IBM Smarter
Commerce

Improved fuel

Generate a greater number of better quality leads

Faster timing

Ensure dealers act on leads quickly and record accurate data

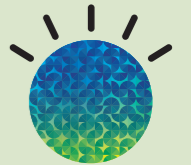
Higher performance

Increase conversion rates and drive more sales

The IBM Sales Engine



Convert digital demand into sales performance



Not every customer simply walks into the dealership requesting a test drive. Today's digital leads are tomorrow's sales, but most dealers aren't making the most of these opportunities.

Do you know what happens to your leads once you pass them over to the dealership network?

IBM can help you to close the loop on your marketing campaigns.

There were **48.4 million** visits to Automotive Manufacturers websites in Q3 2013

Yet less than **1%** of these visited the 'Request a Test Drive' page.



A recent survey showed that across the major markets in Europe, an average of **7 brands did not respond at all to any of the 'Request a Test Drive' leads** that were mystery shopped.



When leads were responded to, there was very high variability across markets and across brands – **the average UK response time being around 6 hours.**

Engineer more leads

- Make better use of your existing internal and external data and access new data sets
- Effectively target existing finance customers to maximise retention
- Analyse online customer behaviour to build targeted campaigns
- Find out how your organisation compares to others via benchmarking data
- Optimise online forms to maximise completion rates

Accelerate the dealership network's response to leads

- Reduce dealer contact times in order to improve conversion rates
- Accurately track calls made by dealerships without the need for DMS integration
- Gain valuable knowledge to define more effective future campaigns
- Avoid paying incentives against incorrect sales data
- Set sales targets at correct levels and convince dealerships to accurately record the outcome of leads

IBM's expert consultants can analyse your lead management data to identify opportunities, resolve issues and improve your data quality, whilst setting up and managing pilot projects to better transform leads into sales. IBM will facilitate the whole process, which can be run in **under 6 months**

Ramp up the quality of leads

- Close the loop on your marketing campaigns to better understand their effectiveness
- Validate website data for increased accuracy
- Attach richer, detailed data to leads to enable better informed conversations between dealers and customers
- Remember that no data set is perfect – use the IBM Sales Engine to maximise it

This includes generating ideas with your business, data analysis, implementation of pilot projects, plus tracking and measurement of these campaigns.

Our unique approach enables testing of multiple ideas via a pilot scheme that does not require significant investment and delivers tangible measurable business results.

Fuelling better performance

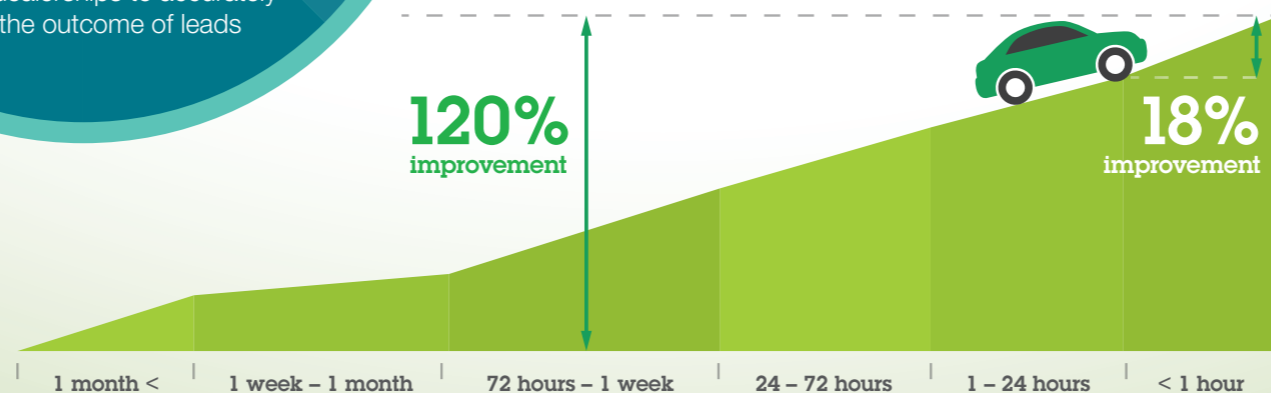
We helped a major international automobile manufacturer to produce:

- 2x** as many digital leads
- 2x** recorded conversion rate
- 4x** the number of leads contacted within an hour.



This is your opportunity to recalibrate your relationship with your dealership network and work together collaboratively to gain their trust and cooperation.

Dealer contact time VS Conversion rate



Take IBM's **Analytics as a Service** approach to lead management for a test drive.

For more information contact

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