



MORRIE'S BROOKLYN PARK NISSAN

Cuts Defection in HALF with AutoHook's Traffic Conversion Analysis (TCA)



www.DriveAutoHook.com/TCA

THE OBJECTIVE

Morrie's Brooklyn Park Nissan suspected *Lead Source X* was not delivering qualified leads to their showroom. They needed a way to prove this particular provider was delivering high defecting leads to validate their decision to cancel the service. They also needed a solution to showcase incremental improvement in their sales operations after removing *Lead Source X* from their marketing mix.



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BROOKLYN PARK
NISSAN

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THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA analyzed both the close and defection rates of their top ten lead providers by volume. To confirm their suspicions, *Lead Source X* was identified as their #1 top defecting lead source. Based on this data, they made the decision to cancel *Lead Source X* in October 2017 with science-based confidence.



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THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA EXPOSED THEIR GREATEST OPPORTUNITIES AND LOSSES

BY DEALER:

Identified the top 3 dealers they were losing sales to.

BY MODEL:

The Nissan Sentra was defined as the model that had the most opportunity with the greatest number of defections.

BY LEAD SOURCE:

Lead Source X was their highest volume lead source, however it had the most defections and lowest closed sales across the board.

BY SALESPERSON:

TCA revealed the dealer's true top performers.



THE RESULTS

OCT 2017 – DEC 2017

BY DEALER

50%

DECREASE IN DEFLECTIONS
TO TOP SAME MAKE
COMPETITOR

OVERALL

7%

OVERALL INCREASE IN
CLOSED SALES



THE RESULTS

OCT 2017 – DEC 2017

Morrie's Brooklyn Park Nissan increased transparency into value differentiators between the Sentra's different trim levels via their website display. TCA validated their decision to upgrade their creative display on SRPs and VDPs, resulting in:

BY MODEL: NISSAN SENTRA

51%

INCREASE IN CLOSED
SENTRA SALES

30%

DECREASE IN
SENTRA DEFLECTIONS



THE RESULTS

OCT 2017 – DEC 2017

BY LEAD SOURCE

61%

AVERAGE INCREASE IN SALESPERSON
PERFORMANCE AFTER REMOVING
LEAD SOURCE X



40

MAN-HOURS SAVED
PER WEEK

*The dealership was able to take those marketing dollars and put them back towards their bottom line vs. reallocating spend.

THE RESULTS

OCT 2017 – DEC 2017

BY SALESPERSON

TOP 4 SALESPEOPLE AFTER 90 DAYS:

Four individuals went from being average or below average performers to their **TOP FOUR SALESPEOPLE**.

SALESPERSON 1

90%

INCREASE IN
CLOSED SALES

SALESPERSON 2

84%

INCREASE IN
CLOSED SALES

SALESPERSON 3

43%

INCREASE IN
CLOSED SALES

SALESPERSON 4

28%

INCREASE IN
CLOSED SALES

THE DEALER RESPONSE

"AutoHook's TCA allows us to streamline our processes in ways that have proven to save our dealership both time and money. TCA validated the ineffectiveness of a particular lead source, and after cutting ties with that source, we were able to free up 40-man hours a week to focus on higher-quality leads. We can also view trends in our salesperson performance to see who is closing the most sales and who is losing the most opportunities. We've even used TCA to show success with changes to our website design."

Ben Robertaccio | Marketing Director, Morrie's Automotive Group



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