KIA DEALER CASE STUDY

HOW FINDLAY KIA CONVERTED LOST
SALES TO CLOSED SALES WITH THE
1-2 PUNCH OF TRAFFICVIEW™ + AUTOHOOK®

Findlay **KIA**

URBAN SCIENCE®

THE PROBLEM

In a down market, Findlay Kia needed an effective way to analyze their CRM data to expose inefficiencies in their sales process. They needed to identify which sales they were losing to their top competitors and the sources responsible for those defections.

After defining the areas where they could improve, they needed a solution to help them reclaim lost sales to the competition.

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THE SOLUTION: **TRAFFIC**VIEW™

89148

Using TrafficView™, Findlay Kia was able identify their top areas of opportunity to improve by:

GEOGRAPHY
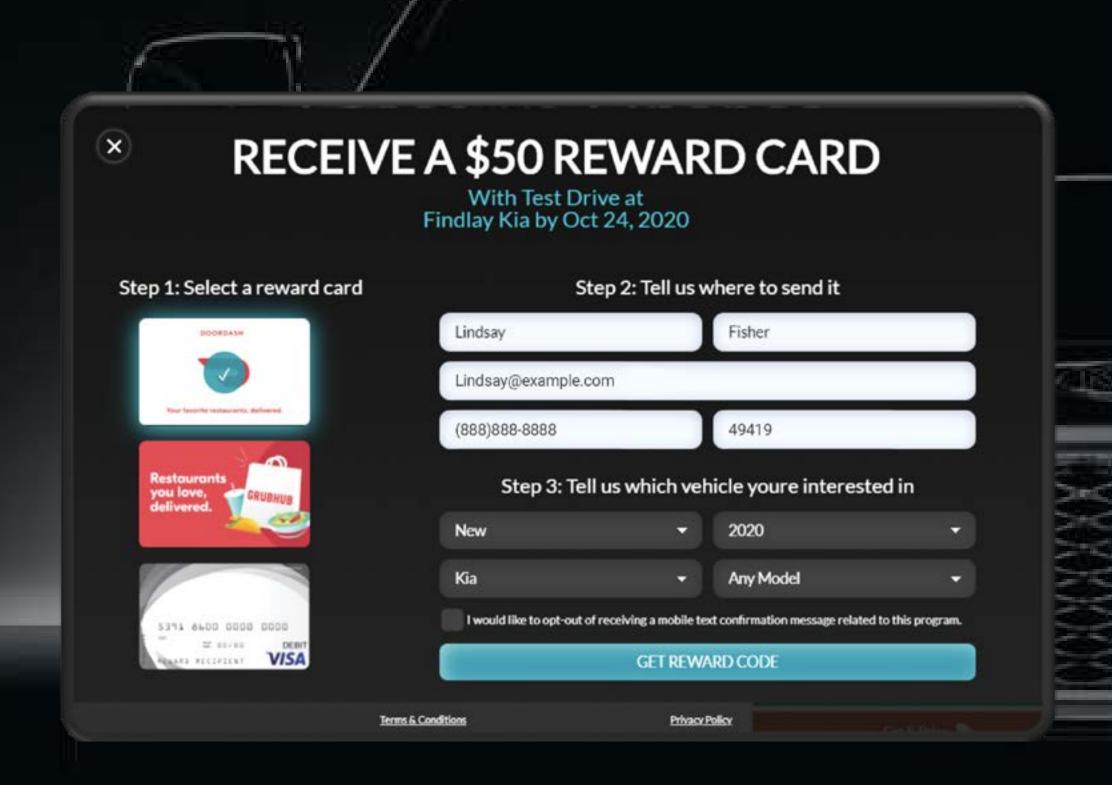
Defined the zip codes with the most defections

MODEL

Identified the **Soul** as their highest opportunity model

DAYS TO SALE

Determined the highest rate of defections were happening during days 8-14

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THE SOLUTION: **AUTO**HOOK®

After TrafficView™ defined their top opportunities, AutoHook® took over to execute custom test drive incentive campaigns both on their website and 3rd party leads targeting their top opportunities by:

GEOGRAPHY

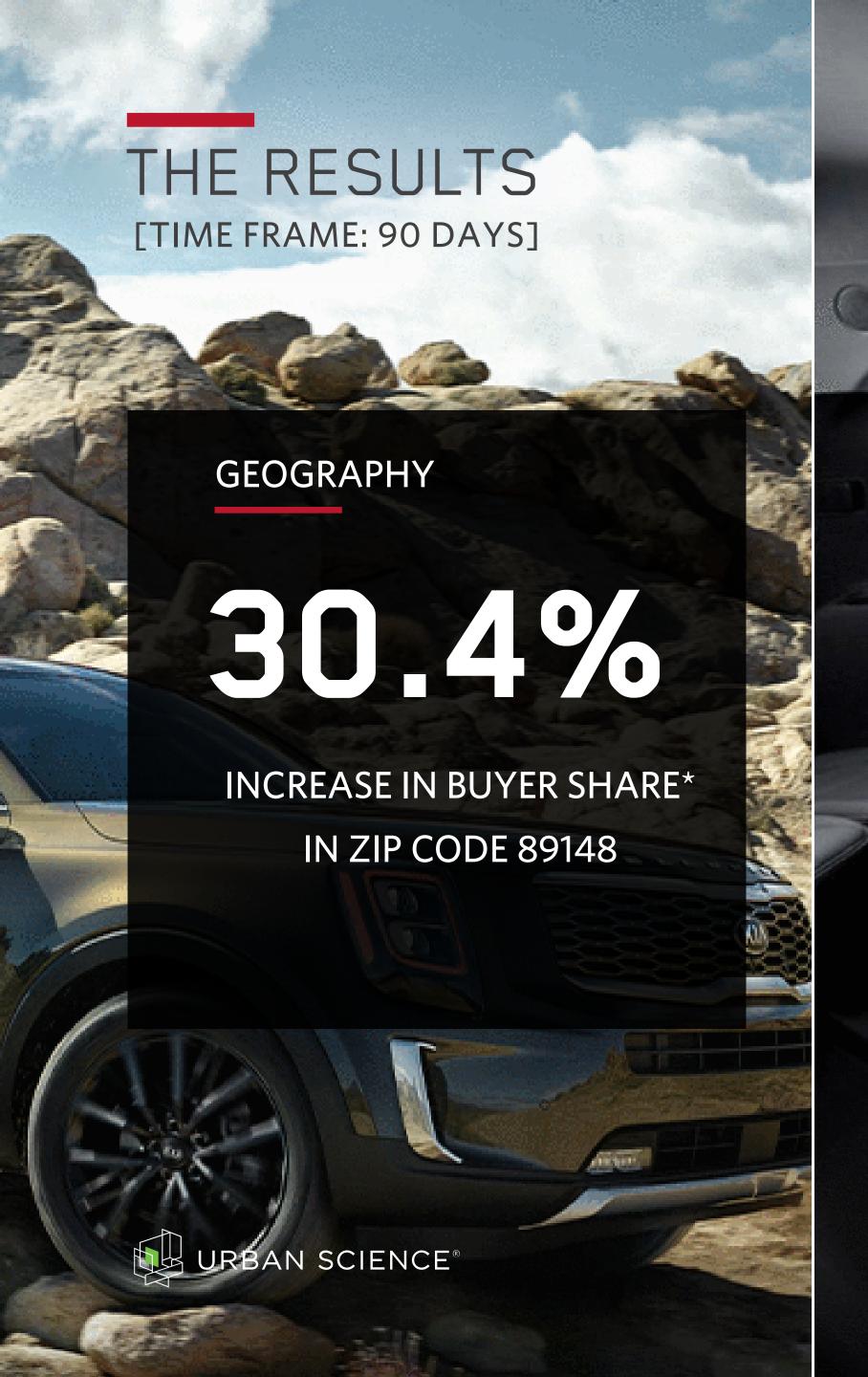Increased test drive offers from $25 to $50 - $75 if the lead was located in the targeted zip code of opportunity

MODEL

Increased test drive offers from $25 to $50 - $75 if the lead came from a Soul VDP

DAYS TO SALE

Dealer put extra focus on lead follow up after 7 days and trained sales team on how to handle AutoHook leads

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THE RESULTS
[TIME FRAME: 90 DAYS]

GEOGRAPHY

30.4%

INCREASE IN BUYER SHARE*
IN ZIP CODE 89148

MODEL

20.5%

INCREASE IN BUYER SHARE*
SPECIFIC TO THE KIA SOUL

*Buyer Share defined as total % of buyers in
Dealer CRM that purchased from Dealer

DAYS 8 - 14

32.6%

INCREASE IN BUYER SHARE*
DURING DAYS 8-14

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THE DEALER RESPONSE

"TrafficView™ has been a huge benefit for our store, as we are in a unique and competitive market. By using our own CRM data, we were able to see the effectiveness of the data firsthand, pairing TrafficView™ results with custom, targeted offers via AutoHook®'s Web2Show and Lead2Show. Not only were we able to gain buyer share for the specific zip code and model we targeted, but our same-brand top competitor was no longer our top same-brand competitor when all was said and done! We will continue to use the data to influence our marketing and planning efforts moving forward."

    – Mark Olson | General Sales Manager, Findlay Kia

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