



PLANET HONDA

Sees Surge in Targeted Model Sales with TrafficView™ & AutoHook's Private Test Drive Offers



THE OBJECTIVE

Planet Honda enlisted AutoHook to help improve their overall sales performance by executing the following goals:

- Increase sales specific to the models that represented the most opportunity for their store
- Re-engage lapsed leads over 90 days old and convert them into showroom visits
- Identify and eliminate ineffective lead providers to reduce wasted marketing dollars and focus on the leads most likely to close



THE SOLUTION

TRAFFICVIEW™ + AUTOHOOK'S PRIVATE TEST DRIVE OFFERS

TrafficView™ exposes undetected problem areas across all facets of a Dealer's sales operations by layering in defection data to show lost sales tied to a specific lead source, model, ZIP Code, competing Dealer or brand, and even down to their individual salespeople. It works by ingesting a Dealer's CRM data and matching it up against the daily industry sales statistics available through the Urban Science® DataHub™ to give Dealers first-ever visibility into their greatest opportunities and losses.



THE SOLUTION

TRAFFICVIEW™

TrafficView exposed Planet Honda's three greatest areas of opportunity:

BY LEAD SOURCE

TrafficView™ identified Planet Honda's lowest-performing lead provider associated with the highest defection rate. They were then able to reduce their overall paid lead volume and ultimately cut ties with this source entirely. With a more efficient lead mix, they freed up time and budget to follow up with higher quality leads.

BY MODEL

The CR-V, Civic and Fit were identified as the three models that offered the most opportunity to increase sales.

BY ZIP CODE

TrafficView pinpointed the top three ZIP Codes where they were losing the most sales.



THE SOLUTION

AUTOHOOK'S PRIVATE TEST DRIVE OFFERS

Planet Honda used AutoHook's Web2Show, Lead2Show and Custom Targeted Offers to convert the opportunities defined by TrafficView™ into showroom visits and attribute all resulting sales back to a single offer.

- **Web2Show:** Served \$35 test drive incentives on the dealership's website on all new models, specifically on SRPs and VDPs. Test drive offers increased to \$50 for the three under-performing models and ZIP Codes identified by TrafficView.
- **Lead2Show:** Sent \$35 test drive incentive offers via email to all their third-party leads. Leads associated with the CR-V, Civic and Fit were offered a \$50 incentive to come in for a test drive as well as the leads located in the ZIP Codes where they were losing the most sales.
- **Custom Targeted Offers:** Sent \$50 offers via email to all leads that visited their showroom within the last 90 days and did not purchase.



THE RESULTS

[TIME FRAME: 6 MONTHS]

Despite significantly reducing their lead volume, Planet Honda was able to successfully increase their overall sales performance. Their three underperforming models became their three best sellers, and they saw a spike in sales in the specific ZIP Codes of opportunity that AutoHook identified and targeted.



THE RESULTS

[TIME FRAME: 6 MONTHS]

OVERALL

60.5%

INCREASE IN CLOSE RATE

DESPITE A 30% REDUCTION
IN OVERALL LEAD VOLUME



THE RESULTS

[TIME FRAME: 6 MONTHS]

BY MODEL

CR-V

83%

INCREASE IN CLOSE RATE

DESPITE A 30% REDUCTION IN
CR-V LEAD VOLUME

Civic

20%

INCREASE IN CLOSE RATE

DESPITE A 38% REDUCTION IN
CIVIC LEAD VOLUME

Fit

39%

INCREASE IN CLOSE RATE

DESPITE A 44% REDUCTION IN
FIT LEAD VOLUME

THE RESULTS

[TIME FRAME: 6 MONTHS]

BY ZIP CODE

ZIP Code A (80***)

104%

INCREASE IN CLOSE RATE

ZIP Code B (80***)

56%

INCREASE IN CLOSE RATE

ZIP Code C (80***)

35%

INCREASE IN CLOSE RATE

THE DEALER RESPONSE

"When I went over my first presentation of AutoHook's TrafficView™, to say that I was extremely excited and impressed would be an understatement. The breadth of data that is available via the Urban Science® DataHub™ is truly remarkable and TrafficView takes it to an entirely different level – especially considering this is my own CRM data. From TrafficView, I was able to identify new areas of opportunity for our stores and I learned that a same-brand dealership located 35 minutes away was our top source of defections. Without TrafficView, I would have never known this. I look forward to putting this extensive, invaluable data to great use moving forward."

– Michael Strasburger | Marketing Manager, Planet Automotive

