



Boucher Hyundai TRIPLES Sales Efficiency WITH AUTOHOOK INCENTIVES



www.DriveAutoHook.com

THE OBJECTIVE

In order to overcome the challenges and heightened competition of a flat market, Boucher Hyundai needed a way to protect their territory by increasing their market share, improving their sales efficiency, and reducing the incidence of lost sales to other dealers in their PMA.



THE SOLUTION

AutoHook deployed their Web2Show solution on the dealership's website and on HyundaiUSA.com. Prospective customers were offered a \$40 incentive to test-drive any new vehicle at Boucher Hyundai (increased from the standard \$25 offer). Test drive incentives fired on high intent landing pages including SRPs and VDPs. Leveraging sales match validation data powered by Urban Science, AutoHook was able to prove their website solution directly resulted in an increase in incremental showroom visits and new vehicle sales.



THE RESULTS

[March 2016 – March 2017]

Despite flattening market conditions in 2017, AutoHook was able to help Boucher Hyundai sell more than 3X the vehicles they were expected to sell by Hyundai's standards, with a sales efficiency rate of 320% and a year over year increase of 36.9%.

320%

SALES
EFFICIENCY

36.9%

INCREASE IN
SALES EFFICIENCY YOY

+3X

MORE HYUNDAIS SOLD
THAN EXPECTED BY HMA

Boucher Hyundai's sales efficiency grew from 233.7% in March 2016 to 320% in March of 2017.



THE RESULTS

[March 2016 – March 2017]

64.5%
INCREASE IN
ELANTRAS SOLD
YEAR OVER YEAR

Boucher Hyundai sold 51 Elantras in March of 2017,
compared to 31 in March of 2016.



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THE RESULTS

[March 2016 – March 2017]

104.2%
INCREASE IN
SANTA FE SPORTS
SOLD YEAR OVER YEAR

Boucher Hyundai sold 49 Santa Fe Sports in March of 2017, compared to 24 in March of 2016.



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THE RESULTS

[February 2016 – February 2017]

Boucher Hyundai's market share grew from 66% to 77.2%.

17%
INCREASE IN
MARKET SHARE YOY

Using AutoHook's private incentive offers in combination with the industry's best sales match attribution data, Boucher Hyundai successfully dominated their market share and secured their territory - owning 77.2% of the sales in their PMA as of February 2017.



THE DEALER RESPONSE

"I have seen a distinct positive impact from AutoHook's test drive program. A very high percentage of the customers that visit our showroom as a result of their incentives purchase a vehicle after their test drive. Our sales staff takes these prospects seriously and it shows in the numbers. I would like to see the program continue in addition to the increase in sales that have resulted."

***-Jim Tessmer, General Sales Manager
Boucher Hyundai***

