



**Automotive
Customer
Intelligence**

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Are you able to track customers across touchpoints?

A family of five enters the car dealership. The counter at the door records five people, the sales man sees a potential customer. The family, however, is there to drop off their car for maintenance.

This is a common situation at a car dealership. It is also a nightmare when you need to analyze and learn from what happens in the store.

Gain currently assists various major Danish car dealers answer dealership performance questions that was previously unobtainable.

- 1.** How many potential buyers actually visit the dealership?
- 2.** How many are new and how many are existing customers?
- 3.** How large is the sales potential?
- 4.** How efficiently do we convert visitors into leads?
- 5.** Are our marketing efforts efficient?

This makes planning and optimizing marketing and sales activities much more scientific in nature. With knowledge comes the ability to make smart decisions.

How we do it?

We do this by setting up sensors to register potential customers visiting the dealership. Powered by artificial intelligence it provides you with detailed data previously unattainable.

Then, we make sure you have the customer data infrastructure for the future. Integrating the customer behavior data at the dealership level with other data sources like web analytics, customer data in data warehouses, email-behavior etc. Often this data is fragmented and will be in many different systems.

We call this Automotive Customer Intelligence.

It is just the beginning

Gain is the first to offer analytics for the car dealership, and we will soon introduce cross-channel tracking. This means we can map a unified customer journey for each potential and existing customer across online and offline channels; whether they are clicking on campaigns, visiting your website, requesting information through e-mail, visiting the dealership to test-drive and buy the car.



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