DataClover

How DataClover used **DSH** to increase service appointment conversions.

CASE STUDY

OVERVIEW

DealerServiceHub refers to the unique marketing ecosystem we created to help dealers retain and acquire new service customers.

By leveraging omnichannel marketing automation, DSH keeps current customers loyal while driving new conquest leads directly into your service bays.

- **INCREASED MARKETING ROI**
- **FAST AND EASY CUSTOMER EXPERIENCE**
- **RETARGETING LOST CUSTOMERS**
- **ON-DEMAND CAPACITY IMPROVEMENT**

"My ownership is constantly evaluating our return on investment from advertisement. When the DC team showed me the conversion lift to our digital marketing campaigns, I knew this is something that would get my ownership excited. We get more business without increasing our advertising spend."

- John Pelinski, VP of Business Development, Fields Auto Group

FASTER CUSTOMER EXPERIENCE

APPROACH

PROBLEM Dealer's online booking processes are cumbersome for customers. The average customer scheduling tool requires the customer to make 17 clicks to complete the process.

SOLUTION Redesign the online booking process to make it fast and easy. Leverage customer data and vehicle history to pre-fill appointment data and generate more service appointments.

RESULTS**

21
Is the Avg. # of Seconds to complete the appt. booking process.

43
Auto-populated form fields to reduce submission time.

3
Total clicks needed to request an appointment.

WHAT OUR CUSTOMERS ARE SAYING

"Using our DMS and customer data to book appointments faster is just smart business. If you make things easy, the customer will keep coming back."

- Charles Paul Director of Marketing, BMW Northwest

* Sample: 44 dealers.

**Sample: Size n=13,265 users | Make = BMW | Dealers in Sample = 14 | Time Period = 60 days

RETARGETING

APPROACH

PROBLEM Targeted advertising across multiple channels isn't well-integrated into the dealership website. Retargeting campaigns are inaccurate and miss large segments of the total audience.

SOLUTION Integrate advertising and dealership websites via custom pixels. Deeper targeting insight allows for new audiences and re-targeting campaigns. The data feedback loop drives stronger conversions across digital mediums.

RESULTS*

36%
Retargeting campaigns consistently deliver a 2.5x higher open rate.

5%
Retargeting campaigns produce 5% of all email appts. generated.

13%
Retargeting campaigns consistently deliver a 6x higher click-to-open rate

WHAT OUR CUSTOMERS ARE SAYING

"We're getting more service appointments from our marketing ... Retargeting them across those properties gives us more opportunities to gain their business."

- Brad Swiderski Service Manager, Little Rock BMW

*Sample: Size n=1,685 users | Make = BMW | Dealers in Sample = 10 | Time Period = 30 days

ON-DEMAND APPOINTMENT GENERATION

APPROACH

PROBLEM Increasing service traffic during slow periods. Heavily discounted promotional marketing is not sustainable. How can you grow your service business without giving away gross profit?

SOLUTION Build a library of service-specific and seasonally relevant service content on your dealership website. DSH automates deployment and engagement of service content. Dealership service customers receive educational maintenance guidance for their vehicles. The resulting repair orders are not heavily discounted.

RESULTS*

33%
Of appt. conversions happen on an article.

66%
Of all site traffic can be attributed to a content article.

24
Owners interact with 24 service & maintenace articles.

WHAT OUR CUSTOMERS ARE SAYING

"We had open appointments with a week left in the month. The service article about seasonal temperature and low tire pressure hit - and by the next day, we had 11 tire service appointments booked for that week."

- Dave Bergamotto Service Director, Park Ave BMW

*Sample: Size n=13,265 users | Make = BMW | Dealers in Sample = 14 | Time Period = 60 days

INCREASED MARKETING ROI

APPROACH

PROBLEM Do you know your cost per conversion for a service appointment? What are you willing to spend for a service conquest appointment? A loyal service customer appointment?

SOLUTION Create real-time feedback loops between targeted advertising and appointment booking data. Use appointment conversion data from Facebook and Google to optimize marketing spend.

The DSH reporting suite provides a "Closed-Loop" attribution model to make better marketing decisions. Increase and decrease your marketing investment based on your service appointment goals.

RESULTS*

BMW Northwest
Cost per DSH Conversion over Time
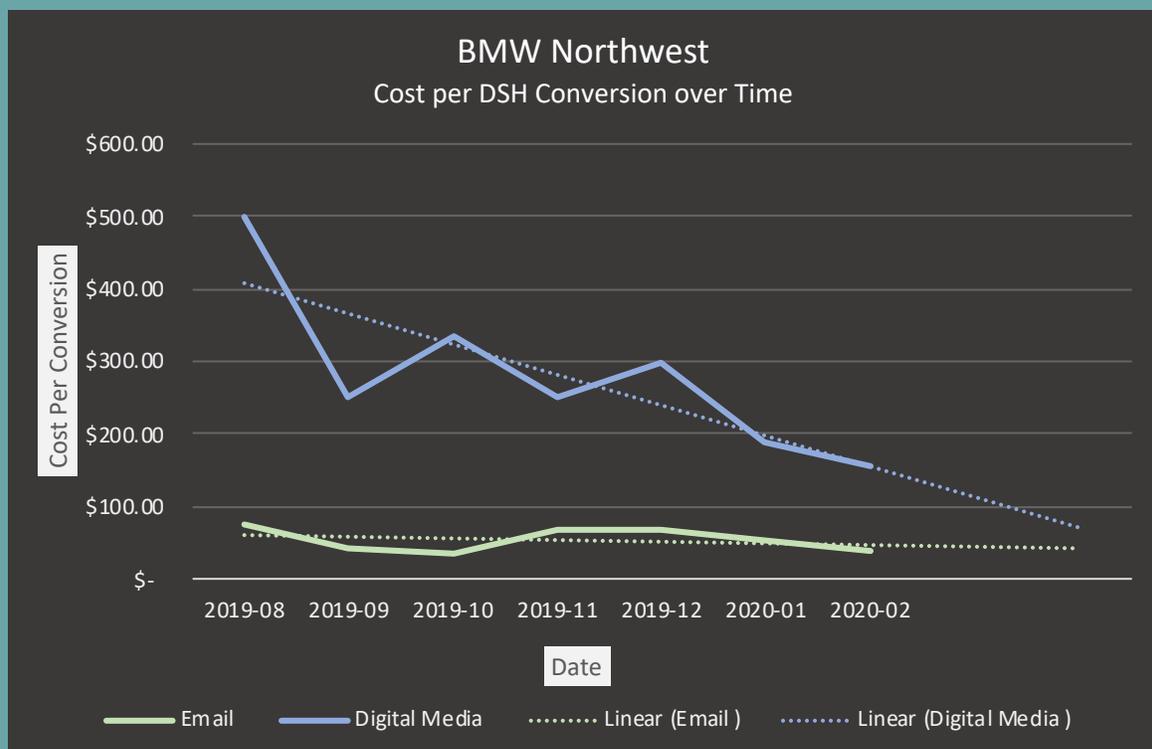
*Sample: Size n=241 appointment requests | Make = BMW | Dealers in Sample = 1 | Time Period = 7 months. | Cost per Conversion was calculated using Total Digital Advertising buget, Total Monthly Management Fees, and Total Monthly Subscription cost.

DSH GLOBAL METRICS

PRODUCT HIGHLIGHTS

PAGE-TO-APPOINTMENT CONVERSION RATE

Strong page traffic conversion rates (5.9%) guarantee a predictable stream of new service appointments every month. The DSH conversion rate is 4X the industry standard (1.39%).

5.9%

INITATE SCHEDULING CONVERSION RATE

53% of customers who go to a DSH page initiate the scheduling process. 29% of those same customers complete the scheduling process.

29%

SCHEDULING TOOL CONVERSION LIFT

The DataClover DSH system converts service appointments 2x to 4x better than the industry standard appointment process. DSH yields higher schedule completion rates by reducing customer drop-off.

4X

CONCLUDING NOTES

DealerServiceHub is not a one-size-fits all solution. It is a suite of unique strategies that benefit dealers in different ways.

DSH delivers a consistent stream of new service appointments across multiple brands. Our microsites maintain a 5% or greater conversion rate. This outperforms the industry-standard conversion rate by 4X.

DataClover designed the DSH system based on dealership customer feedback. DSH provides a fast, easy, and personalized service experience for your customers. At the same time, your advertising spend will yield a stronger return on investment. Trust DSH to build you a better service business.