



AutoHook Increases Lead-to-Show Rates and Vehicle Sales for Suburban Collection with Targeted Incentive Program



Challenge

The Suburban Collection is Michigan's largest dealership group. With a history spanning more than 60 years, the family-owned and operated collection sells 28 different manufacturers' cars across more than thirty dealerships.



As a web-savvy automotive group, The Suburban Collection generates many leads online. Unfortunately, those leads didn't always translate into showroom visits. Suburban wanted to drive more of the leads they generated into the dealership for test drives. Moreover, they wanted to make sure shoppers came to their showroom first – before visiting competitors.

Daniel Boismier, Internet Director for Suburban, decided to run a pilot program with AutoHook's managed incentive solution, which drives in-market shoppers into auto dealerships by offering gift cards to site visitors that can only be redeemed in person. Boismier liked the idea of using incentives to drive leads to the showroom, but had concerns. "It sounded good, but I wondered if I might be giving out cash cards to leads who intended to visit our showroom anyway."

Strategy

Starting with four of Suburban's dealership web sites, AutoHook implemented an overlay featuring a targeted offer. The overlay was shown only to visitors who exhibited behaviors demonstrating in-market shopping behavior, like searching new or used car inventory.

The overlay offered shoppers a \$25 cash card or gift card for visiting a Suburban Collection showroom and test driving a vehicle. Shoppers were required to provide a small amount of personal information via a form on the overlay, and upon submission of the form, were given a coupon code.

The code could be printed or sent to a mobile device which the customer would then bring to the dealership, and present to their salesperson upon completion of a test drive. The salesperson would then enter the code into a simple interface, which provided end-to-end reporting. AutoHook handled the entire process, from design and development of the overlay to gift card fulfillment. The turnkey approach appealed to Boismier since he didn't have to store the cards in-house.



Targeted Overlay for In-market Shoppers



Coupon Offered to Target Customers

Results

Results from the initial six month pilot were promising. Of all leads generated and offered an incentive, more than 15% actually completed a test drive. Even more impressive, 50% of those leads who completed a test drive actually purchased a vehicle from The Suburban Collection.

In the last quarter of 2010, those numbers grew, and nearly 37% of leads offered an incentive took a test drive - and nearly half of those bought a car at Suburban.

"We've been impressed," says Boismier. "This has convinced the biggest skeptics, and proved that targeted incentives work." He adds, "Originally, we were concerned that these might just be leads we would have already gotten. However, after reviewing site traffic, it was clear that the sales driven by AutoHook were incremental."

Since the test, Suburban has rolled out the program to several additional dealerships, with plans to expand further in 2011.

Highlights

More than **35%** of leads who were offered an incentive completed a test drive

50% of incented leads who completed test drives purchased a vehicle from Suburban

