

CIOCCA SUBARU

Closes AutoHook Leads at Over
DOUBLE the Average Rate of All
Other Lead Sources for Two
Consecutive Years



THE MISSION

Expand upon the momentous results of Subaru's National Test Drive Program by leveraging additional AutoHook solutions

After recognizing the ongoing success of the Subaru National Test Drive Program, Ciocca Subaru saw tremendous opportunity to further capitalize on AutoHook's ability to convert their website shoppers into physical showroom visits. The Subaru-funded national program includes AutoHook's private test drive incentive offers on specific new inventory pages (both SRPs and VDPs) on Subaru Retailer websites. Parameters including models covered by the program as well as the value of the test drive offer are set forth by Subaru of America (SOA).



THE EXECUTION

Web2Show

In addition to the select models determined by SOA, Ciocca Subaru used AutoHook's Web2Show solution to incentivize all new models in their inventory not covered by the program, allowing them to:

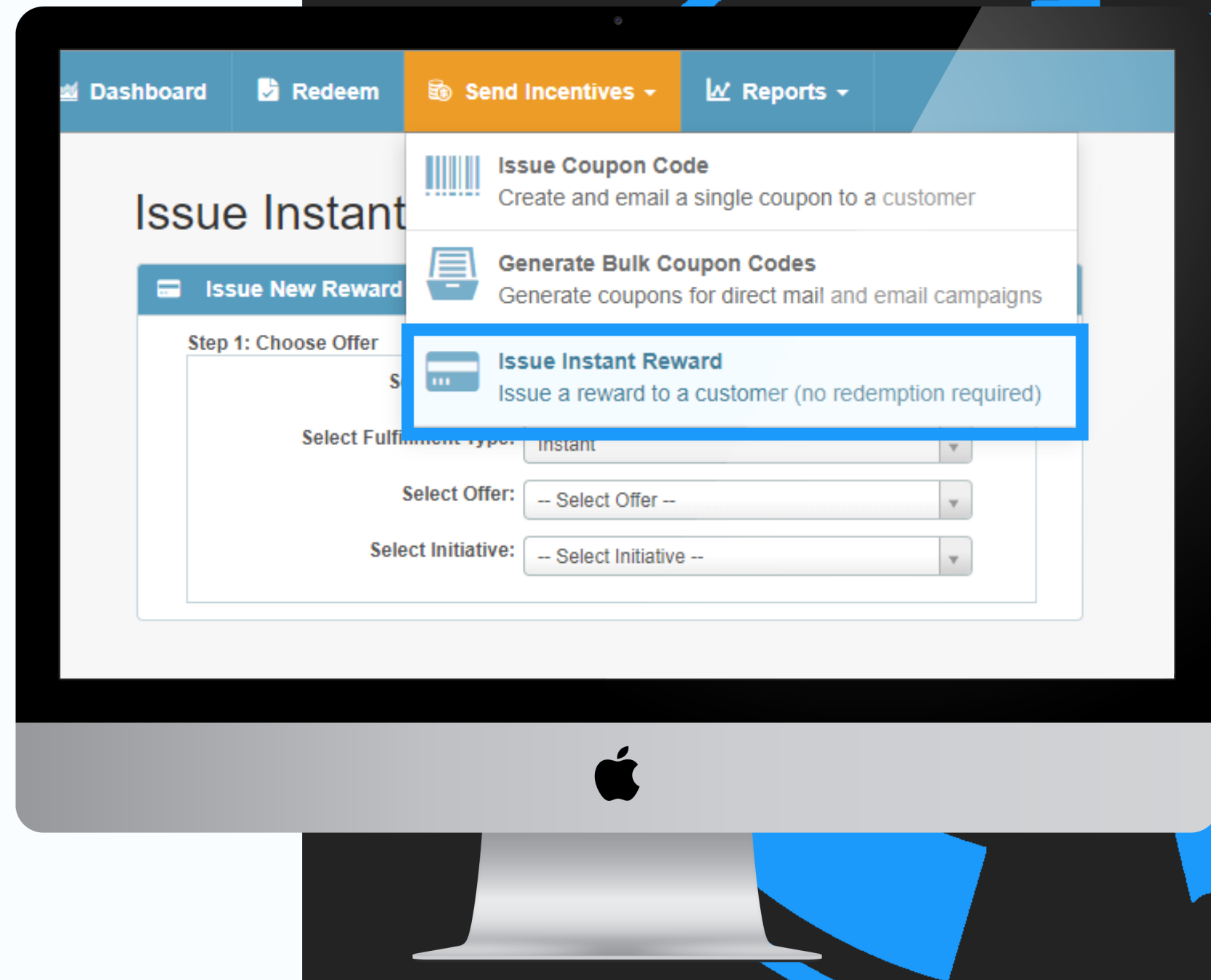
- Boost performance of all new inventory by converting more VDP views into showroom visits
- Customize the value of the incentive offers (ranging from \$25-\$65) based on their location's unique needs, sales goals and specific models they needed to move
- Increase offer amounts for models they wanted to target or in specific zip codes where they had the most opportunity to increase market share



THE EXECUTION

Issue Instant Private Offers

Included with the Web2Show solution, Ciocca Subaru began using AutoHook's "Issue Instant Reward" feature to generate reward codes as an added incentive for any leads in their CRM or customers in-store that hadn't previously received an offer. They also used this feature as an in-store closing tool for customers on the fence.

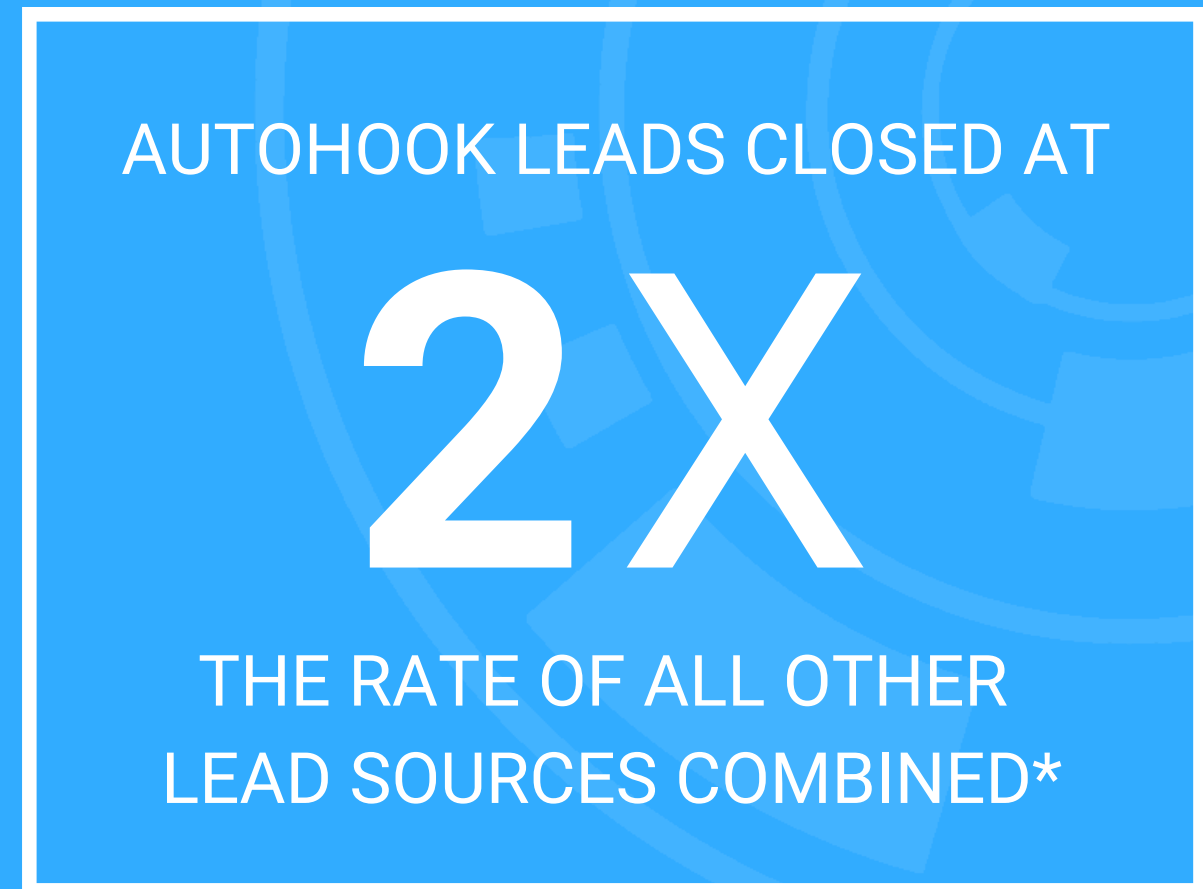
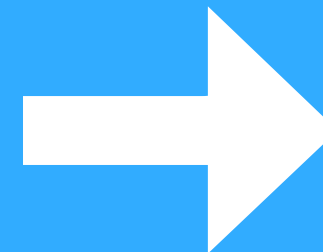
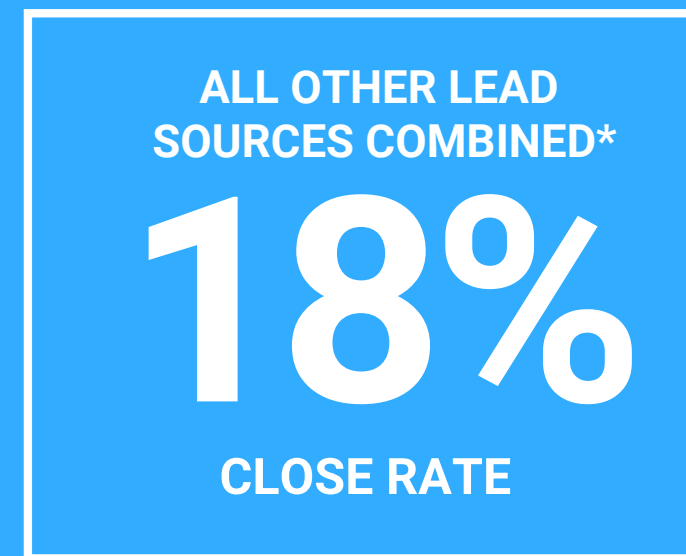
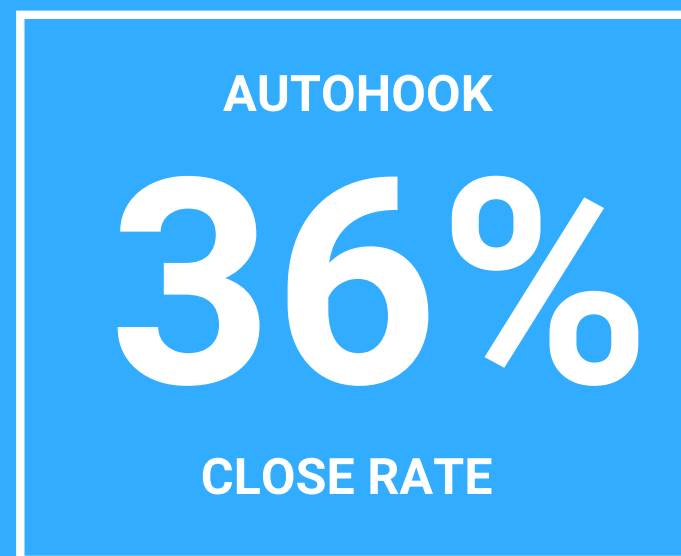


THE RESULTS

[YEAR 1: JAN - DEC 2017]

AUTOHOOK OUTPERFORMS AVERAGE CLOSE RATE OF ALL OTHER LEAD SOURCES FOR TWO CONSECUTIVE YEARS

AVERAGE CLOSE RATES: YEAR 1



*All other lead sources combined is defined as the average aggregate close rate of all Tier III and Tier I leads and all 3rd party lead sources, not including AutoHook.

THE RESULTS

[YEAR 2: JAN - DEC 2018]

AUTOHOOK OUTPERFORMS AVERAGE CLOSE RATE OF ALL OTHER LEAD SOURCES FOR TWO CONSECUTIVE YEARS

AVERAGE CLOSE RATES: YEAR 2

AUTOHOOK

32%

CLOSE RATE

ALL OTHER LEAD
SOURCES COMBINED*

13%

CLOSE RATE



AUTOHOOK LEADS CLOSED AT

2.5X

THE RATE OF ALL OTHER
LEAD SOURCES COMBINED*

*All other lead sources combined is defined as the average aggregate close rate of all Tier III and Tier I leads and all 3rd party lead sources, not including AutoHook.

THE RESULTS

[YEAR 2: JAN - DEC 2018]

AUTOHOOK OUTPERFORMS AVERAGE CLOSE RATE OF ALL
OTHER LEAD SOURCES FOR TWO CONSECUTIVE YEARS

15%

INCREASE IN UNITS SOLD
YoY DIRECTLY ATTRIBUTED
TO AUTOHOOK

*Despite a 14% decrease in units sold YoY
from all other lead sources combined**

46%

CLOSE RATE

ATTRIBUTED TO AUTOHOOK'S
ISSUE INSTANT REWARD
FEATURE ALONE

48%

WALK-IN RATE

*Walk-In Rate defined as total # of
AutoHook leads that converted into
showroom visits*

*All other lead sources combined is defined as the average aggregate close rate of all Tier III and Tier I leads and all 3rd party lead sources, not including AutoHook.

THE DEALER RESPONSE

“AutoHook’s solution suite has given us such great opportunities by generating us a sizable amount of showroom traffic filled with high intent-to-buy customers. Their incentive offer works wonders on swaying customers to come to us as opposed to someone else. **We see an average of at least 100 leads generated per month with 38% of them being converted into traffic that we can actually sell.**”

Even when customers didn’t fill out the AutoHook overlay on our website or get targeted by their third-party solution, we’re able to leverage these incentives with their ‘issue rewards’ tool that gives us yet another edge to close a sale. The redemption process to get the customer their card is super easy, and their customer service is fantastic. All in all, we love what AutoHook provides us and what we’re able to achieve working with them!”

- **Nicole Vieira | Internet Manager, Ciocca Subaru**



THE DEALER RESPONSE

“We have used the AutoHook solutions for nearly three years, and we continue to see a high level of traffic in our showroom from the test drive incentives. The great thing about the AutoHook offers is that we get customers in who may not have visited a Subaru store without seeing the incentive offer. These offers are driving informed customers into the showroom, and we are able to convert these customers into sales.”

- **Rene Breslin | Internet Director, Ciocca Subaru**

