



MORRIE'S BROOKLYN PARK SUBARU TELLS LOST SALES TO "GET LOST"
WITH AUTOHOOK'S TRAFFIC CONVERSION ANALYSIS (TCA)



MORRIE'S
AUTOMOTIVE GROUP

DriveAutoHook.com/TCA

THE OBJECTIVE

In a down market, Morrie's Brooklyn Park Subaru experienced a considerable decline in lead volume from April to June of 2017. In addition to a large drop off in leads, their lost sales and defection rates were significantly higher than the national sales trends. **They needed a solution to identify the source of all lost sales and a strategy to reduce the rate of defection to other dealers, while growing their market share in surrounding zip codes.**



THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

Morrie's Brooklyn Park Subaru used AutoHook's Traffic Conversion Analysis (TCA) to identify the sources responsible for the highest number of lost opportunities during the 90-day period. TCA is the first ever report that allows dealers to view and compare their own sales data versus the sales they lost, and defection trends to competing stores or brands in their market. It works by taking a dealership's CRM data and matching it up against Urban Science's near real time sales database in order to reveal their greatest opportunities and losses.

YOU CAN'T WIN WITHOUT KNOWING WHAT YOU'RE LOSING.

AutoHook leveraged TCA data to analyze the leads already in Morrie's CRM and pinpointed the largest areas of lost sales by zip code, model, salesperson, lead source, and competing dealers or brands in their market. TCA exposed holes within the dealership's internal processes and removed the leads that had already purchased elsewhere, helping to eliminate wasted spend and marketing effort. AutoHook then implemented customized, targeted offers to drive customers into their showroom.



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THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA IDENTIFIED THEIR GREATEST LOST SALES OPPORTUNITIES...

BY DEALER

Top 3 **dealers** Morrie's was losing sales to.

BY MODEL

The Outback and Forester were their top 2 underperforming models, with the **Outback** having the highest drop off in both leads and sales.

BY LEAD SOURCE

Lead Source X was the highest closing 3rd party lead source overall, but with a 26% defection rate, Morrie's was losing the most opportunities tied to leads coming from **Lead Source X**.

BY ZIP CODE

Top 2 **zip codes** where they were losing the most sales.



THE SOLUTION

WEB2SHOW

TARGET UNDERPERFORMING ZIP CODES AND MODELS

Utilizing AutoHook's Web2Show solution, Morrie's Brooklyn Park Subaru deployed custom test drive incentive offers driven by the insights uncovered in their TCA report. Incentives ranging in value fired on all VDPs on the dealership's website. Larger incentive offers triggered on Outback and Forester pages. The zip codes identified as having the highest number of lost opportunities were also targeted with greater incentives.



THE SOLUTION

LEAD2SHOW

TARGET THE LEAD PROVIDER WITH THE HIGHEST DEFECTION RATE

AutoHook used their Lead2Show solution to implement custom email incentive campaigns to reduce defection of all leads that came from Lead Source X. AutoHook built specific filters and scored leads based on their zip code, referring lead source, and vehicle of interest. All leads that came from Lead Source X were aggressively incentivized to visit Morrie's Brooklyn Park Subaru. Test drive offers ranging from \$35-\$100 were executed based on the lead details which then triggered one of the custom filters. Leads that matched all filter criteria were incentivized with the highest dollar amount. The further away the zip code, the higher the dollar amount of the offer.



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THE RESULTS

[April 2017 – June 2017]

Despite Outback sales slowing, both nationally and even more so within their own market, Morrie's Brooklyn Park Subaru reversed the trend and effectively increased Outback sales growth. Even with fewer leads, AutoHook's solutions successfully cut defection by a minimum of 50% in the two zip codes TCA defined as their greatest areas of opportunity.

15.7%

INCREASE IN OUTBACK SALES

*Exceeding national Outback growth by 206% with significantly fewer leads.

50%

OR MORE DECREASE IN DEFECTION (LOST SALES) IN TOP TWO ZIP CODES OF OPPORTUNITY

*Despite an 8% lesser overall lead volume.

87%

AUTOHOOK LEAD CLOSE RATE

19%

INCREASE IN CLOSE RATE

*Close rate increased from 73%-87% during this time frame.



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THE DEALER RESPONSE

"We have always seen great results using AutoHook Solutions and we were optimistic when signing up for their Traffic Conversion Analysis (TCA) that it would drive results. The tool has provided us with a robust, new lens for which to view our data and has provided actionable insights we've simply not seen elsewhere. Despite a 28% reduction in Outback leads, we were able to use TCA data and consult with the AutoHook team to grow Outback sales by 15.7%. Our AutoHook leads closed at 87% during this 90-day window proving that the TCA and AutoHook lead tools are a winning combination."

- Ben Robertaccio | Marketing Director, Morrie's Automotive Group



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