



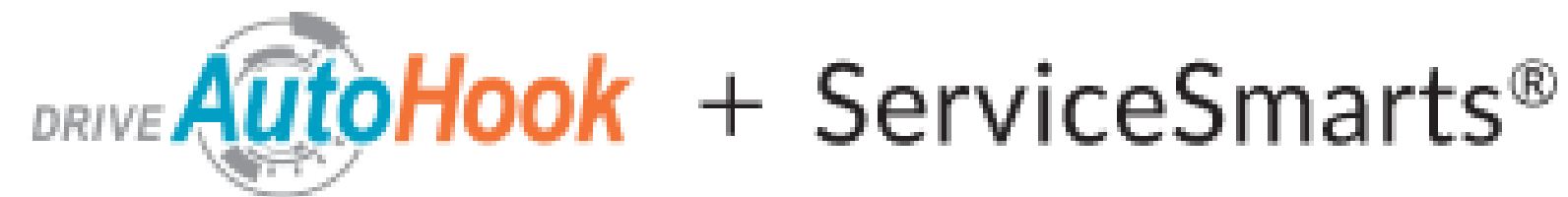
## PEAK KIA SEES PEAK IN SERVICE ROI WITH AUTOHOOK + SERVICESMARTS® INTEGRATION



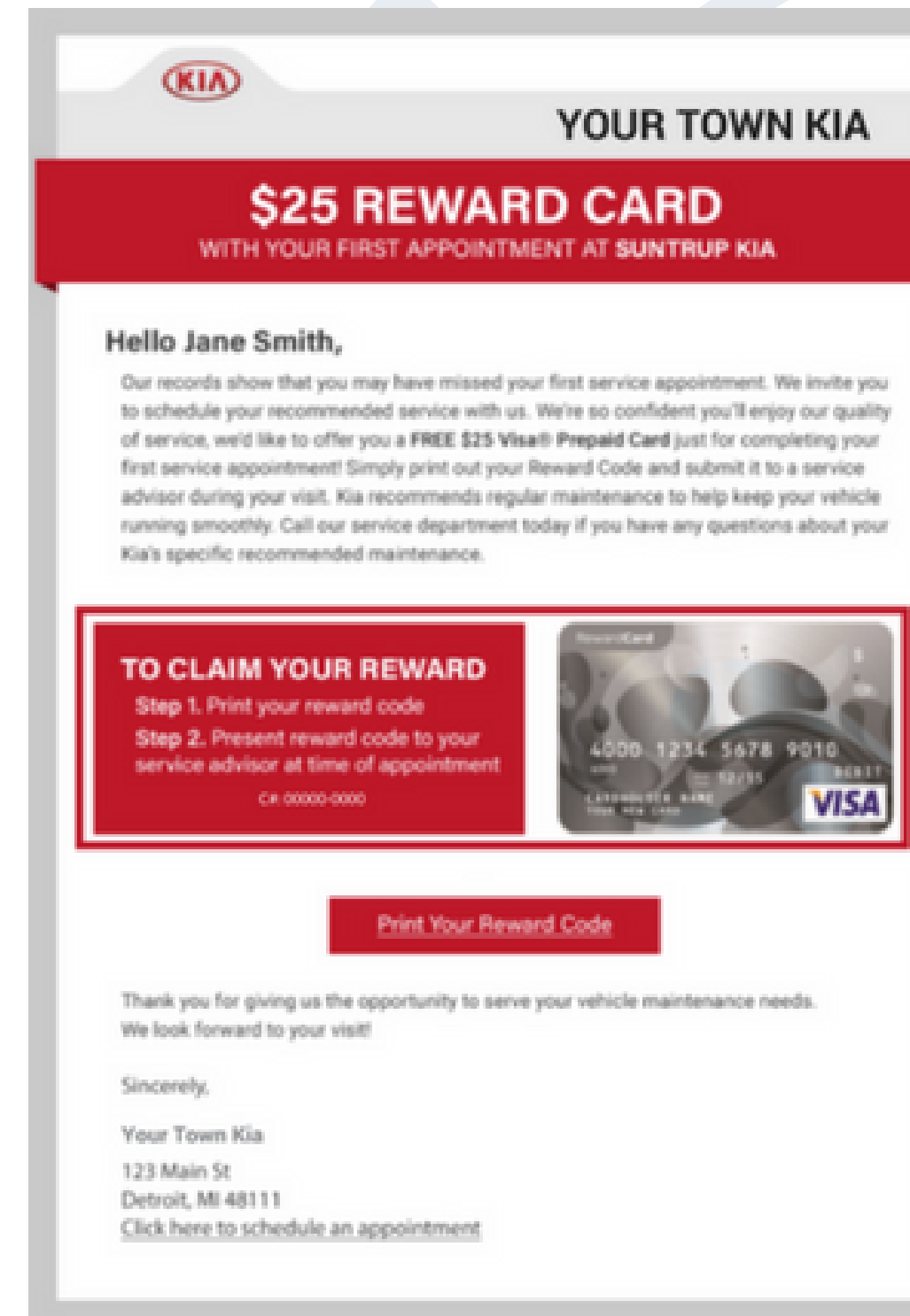
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# THE OBJECTIVE

Peak Kia needed a strategy to increase Service ROs at their two locations, Peak Kia Littleton & Peak Kia Colorado Springs. Both locations had a large number of service leads listed within Urban Science's ServiceSmarts® solution. This list presented great opportunity if they could find an effective way to convert these service leads into customers.



POWERED BY URBAN SCIENCE.



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# THE SOLUTION

[TIME FRAME: SEPTEMBER 2017 – OCTOBER 2017]

Peak Kia Littleton & Peak Kia Colorado Springs used AutoHook + ServiceSmarts® Integration to improve the effectiveness of their fixed-ops campaigns and take back lost service revenue by isolating, targeting, and incentivizing the customers with the highest level of opportunity.

Both locations deployed AutoHook's custom email incentive campaigns to customers identified as Active and Inactive within the ServiceSmarts® solution in order to convert these leads into more service appointments and closed ROs.

*\*Active defined as having been serviced in the last 12 months. Inactive is no service for 12 months.*





# THE RESULTS

[TIME FRAME: SEPTEMBER 2017 – OCTOBER 2017]

## AUTOHOOK + SERVICESMARTS® TARGETED INCENTIVES

*The number of incentives and total spend for each store are shown below:*

### PEAK KIA LITTLETON

(All \$20 incentives sent)

Issued Incentives	2,913
Viewed Incentives	201
Redeemed Incentives	41

### PEAK KIA COLORADO SPRINGS

(Both \$10 & \$20 incentives sent)

Issued Incentives	1,502
Viewed Incentives	75
Redeemed Incentives	13



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# THE RESULTS

[TIME FRAME: SEPTEMBER 2017 – OCTOBER 2017]

## PEAK KIA LITTLETON

*(\$20 incentives redeemed)*

Incentive Costs	<b>\$943</b>
Customers RO Spend	<b>\$5,677.37</b>
Average RO Spend	<b>\$138.47</b>
Avg. profit per Visit	<b>\$115.47 or</b>
	<b>502% ROI</b>

## PEAK KIA COLORADO SPRINGS

*(Only \$10 incentives redeemed)*

Incentive Costs	<b>\$169</b>
Customers RO Spend	<b>\$2,423</b>
Average RO Spend	<b>\$186.38</b>
Avg. profit per Visit	<b>\$173.38 or</b>
	<b>1,333.7% ROI</b>

# THE RESULTS

[TIME FRAME: SEPTEMBER 2017 – OCTOBER 2017]

From the 41 service visits completed at Peak Kia Littleton, they saw an average ROI of **502%** from the resulting service appointments. Peak Kia Colorado Springs had an average ROI of **1,333.7%** from just 13 service appointments.



**628.5%**  
**AVERAGE ROI**  
**FOR BOTH**  
**LOCATIONS**



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# THE DEALER RESPONSE

*"We enrolled in the Kia ServiceSmarts® Program this past September and we have already completed a couple campaigns and the results are fantastic – 628.5% ROI! Being able to strategically target customers with an incentive and then see them come in and visit us for a service appointment at one of our stores is truly another unique way that Urban Science and AutoHook are leaders in the industry."*

- Brett McCabe, Service Director

Peak Kia Littleton | Peak Kia Colorado Springs



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