

DIGITAL DealerTM WORKSHOPS



Who's your Data?

Matt Raymond

Data and what it should mean to you:

Control:

Knowing what information you are providing a vendor.

Targeted campaigns:

Focus on specific makes and models

ROI:

Measuring your success based upon your analytics and sales.

What do I use our Dealership data for?

- Email marketing campaigns done internally.
- Facebook Campaigns
- Voicemail drops (cancelled program but here are some tips)
- Mobile Ads
 - Geography based (GPS) placed ads.

Learning objectives:

- See examples of data pulled from our own dealership data base with outlines of what that data was used for.
- See how to build out a UTM code.
- See how to take that UTM code to Bit.ly and make a trackable link.
- Learn how to export that data into call lists.
- See what the final results in Google Analytics.

Learning objectives cont...

- Benefits to controlling your own data as it relates to Facebook, email blasts, voicemail drops and mobile ad targeting.
- How do I implement this at my store?
- What are the benefits to doing this in house?

Vendor software used to create list

Full Name	Address	Cell Phone	Email	Sale Type	Categories	Model	Year	Make
Kevin C.	5406 BLOSSOM LANE	718		Retail (U)	Alert, Contract End, Se	Camry		2010 Toyota
Vincent .	1035 RED MAPLE LANE	570	...@aol.com	Retail	Alert, Appointment	Camry		2012 Toyota
Guy I.	513 CROCUS DR		...@yahoo.com	Retail	Alert, Service	Camry		2013 Toyota
John I.	209 MAPLE LN		...@netscape.net	Retail	Alert, Service	Camry		2013 Toyota
Gail P.	PO BOX 640743	917	...@gmail.com	Lease	Alert, Mileage, Contrac	Camry		2014 Toyota
Albert .	34 POCAHONTAS LN	347	...@gmail.com	Lease	Alert, Warranty, Contri	Camry		2014 Toyota
Ivan .	135 GREY CLIFF DR	201	...@endot.com	Retail	Alert, Warranty	Camry		2014 Toyota
RODNEY C	2632 BIRCH LN	908		Retail	Alert, Contract End	Camry		2011 Toyota
Miguel A.	1055 W MAIN ST APT 505	917	...@yahoo.com	Retail	Alert, Contract End	Camry		2011 Toyota
Pierre H.	1226 WOODLAND DR	570		Retail (U)	Alert, Contract End	Camry		2010 Toyota
DARIUS L.	8297 NATURES DR	973	...@gmail.com	Retail	Alert, Contract End	Camry		2011 Toyota
COREY	821 AVENUE D		...@hotmail.com	Retail	Alert, Contract End	Camry		2011 Toyota
Kelly A.	296 SOMERSET DRIVE	908	...@yahoo.com	Retail (U)	Alert, Contract End	Camry		2010 Toyota

Voicemail drop

A	C	D	E	F	G	H
FName	Homephone	Phone3	NewUsed	Veh_make	Veh_model	Lienholder_name
James	561		N	Toyota	Tacoma DBCBSR5/	Bank Of America
Maria	570	570	N	Toyota	Corolla Le	Toyota Lease Trust
Robert L	570	570	U	Chevrolet	Silverado K2500	Capital One Auto Finance
Matthew Luis	347	347	N	Mitsubishi	Mirage Es	Psecu
Lillian	570	570	N	Toyota	RAV4 Le	Psecu
Manuel David	570	570	N	Toyota	RAV4 Le	Toyota Motor Credit Corp.
Robert Edward	845		U	Toyota	Fj Cruiser	Toyota Motor Credit Corp.
Roberto	412	412	U	Toyota	Cor L/le/lepl/p	Toyota Motor Credit Corp.
Robert	570	570	N	Toyota	Tacoma DCSR/SR5	Toyota Motor Credit Corp.
Deirdre D	570	631	N	Toyota	Camry Le	Toyota Lease Trust
Lissette	570	570	N	Toyota	Sienna Le	Toyota Motor Credit Corp.
Lawrence	570		N	Toyota	Camry Le/xle/se	Toyota Lease Trust
	973		N	Toyota	Highlander Limt	Toyota Motor Credit Corp.
Manjinder		917	N	Toyota	RAV4 Hv Hybrid	Toyota Motor Credit Corp.
Holly A	570		U	Dodge	Dakota	Credit Acceptance Corp.

Facebook

This was recent campaign that was pulled from our system. We were looking to get Camry ads in front of customers that we knew had leases coming up or retail contracts expiring. The list was much longer this is just an example of what we have extracted. We hit a couple key points on building the audience. In Market, Lease, New, Toyota.

Name	Email	Retail or Lease	Model	Year	Make
Heather	@gmail.com	Lease	Camry	2014	Toyota
Clarice	@ptd.net	Lease	Camry	2013	Toyota
Linda	@yahoo.com	Lease	Camry	2014	Toyota
Carly *	@yahoo.com	Lease	Camry	2014	Toyota
Brittany	@hotmail.com	Lease	Camry	2014	Toyota
Steven .	._@yahoo.com	Lease	Camry	2014	Toyota
Jose	@hotmail.com	Lease	Camry	2013	Toyota

Name	Type	Size	Availability
Video Engagement - "Halterman's Toyota - Aug/Sept 16 - Camry Labor Day" - Video View 75 Percent	Custom Audience Engagement - Video	90	● Ready Last update
Video Engagement - "Halterman's - Aug 16 - RAV4 revised 8/18" - Video View 75 Percent	Custom Audience Engagement - Video	200	● Ready Last update
Video Engagement - "Halterman's - Aug 16 - Corolla" - Video View 75 Percent	Custom Audience Engagement - Video	600	● Ready Last update
Video Engagement - "Halterman's - Aug 16 - Camry" - Video View 75 Percent	Custom Audience Engagement - Video	500	● Ready Last update
Video Engagement - "Halterman's - Aug 16 - RAV4" - Video View 75 Percent	Custom Audience Engagement - Video	300	● Ready Last update

Lookalike (US, 5%) - Haltermans-Camry-30	Lookalike Custom Audience: Haltermans-Camry-3...	10,061,600
Lookalike (US, 5%) - Haltermans-Corolla-30	Lookalike Custom Audience: Haltermans-Corolla...	10,041,000
Lookalike (US, 5%) - Haltermans-4Runner-30	Lookalike Custom Audience: Haltermans-4Runner...	10,145,000
Lookalike (US, 5%) - Haltermans-Prius-30 Source audience from US.	Lookalike Custom Audience: Haltermans-Prius-3...	10,136,000
Lookalike (US, 5%) - Haltermans-Rav4-30	Lookalike Custom Audience: Haltermans-Rav4-30	10,185,700
Lookalike (US, 5%) - Haltermans-Tacoma-30	Lookalike Custom Audience: Haltermans-Tacoma-...	10,246,700

Haltermans-ECA-Service	Custom Audience Customer List	6,900
Haltermans-ECA-Yaris	Custom Audience Customer List	400
Haltermans-ECA-Venza	Custom Audience Customer List	80
Haltermans-ECA-Tundra	Custom Audience Customer List	300
Haltermans-ECA-Tacoma	Custom Audience Customer List	600
Haltermans-ECA-Sienna	Custom Audience Customer List	400
Haltermans-ECA-Sequoia	Custom Audience Customer List	80
Haltermans-ECA-Rav4	Custom Audience Customer List	1,200
Haltermans-ECA-Prius	Custom Audience Customer List	600
Haltermans-ECA-Highlander	Custom Audience Customer List	400
Haltermans-ECA-Corolla	Custom Audience Customer List	1,600
Haltermans-ECA-Camry	Custom Audience Customer List	1,100



CTR - 2.3%
CPC - \$0.36

Looks like the same ad, right?

Differences:

Headline

Ad Text

CTA Button

Same Audience!



CTR - 1.3%
CPC - \$0.85

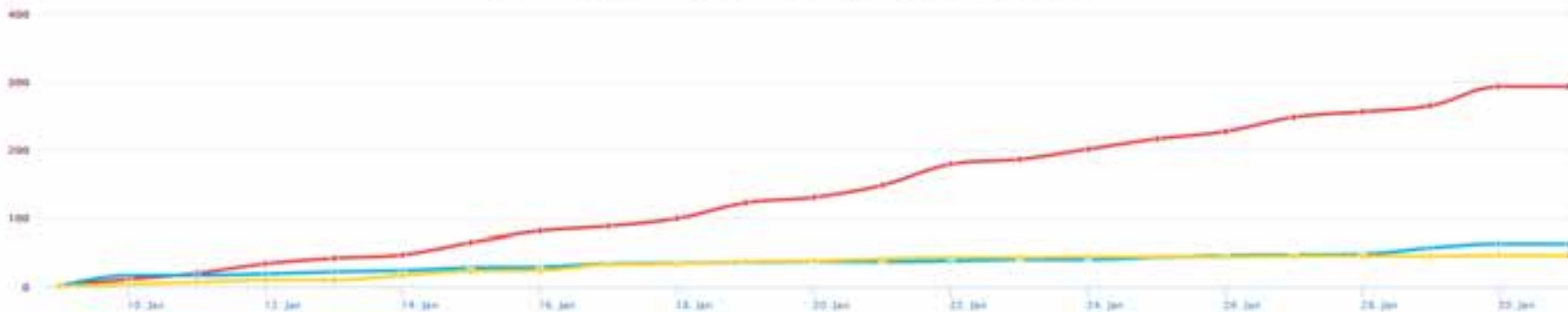
We ran two different ads here...the video is the same but the wording is different. We found that Safety as the first word performed better than Designed as the first word. The same audience was used during this A/B test.

DSO - Haltermans - Jan 17 - Rav4 - static: Click through



NAME	ADS	IMPR	CLICK	SPENT	CTR	CPC	CPA	CONV	CVRATE
Tag a friend who needs a new 2017 Toyota RAV4!	95	9,583	145	\$79.68	1.513%	\$0.487	\$0.895	79	54.483%
Tag a friend who needs a new 2017 Toyota RAV4, designed for adventure, safety and head-turning style!	88	7,893	108	\$57.48	1.368%	\$0.532	\$0.871	66	61.111%
Tag a friend who needs a new 2017 Toyota RAV4, built for safety, luxury and epic adventure!	95	18,014	285	\$136.97	1.582%	\$0.481	\$0.732	187	65.614%

DSO - Halterman's - Jan 17 - Tacoma - VIDEO^ Conversions

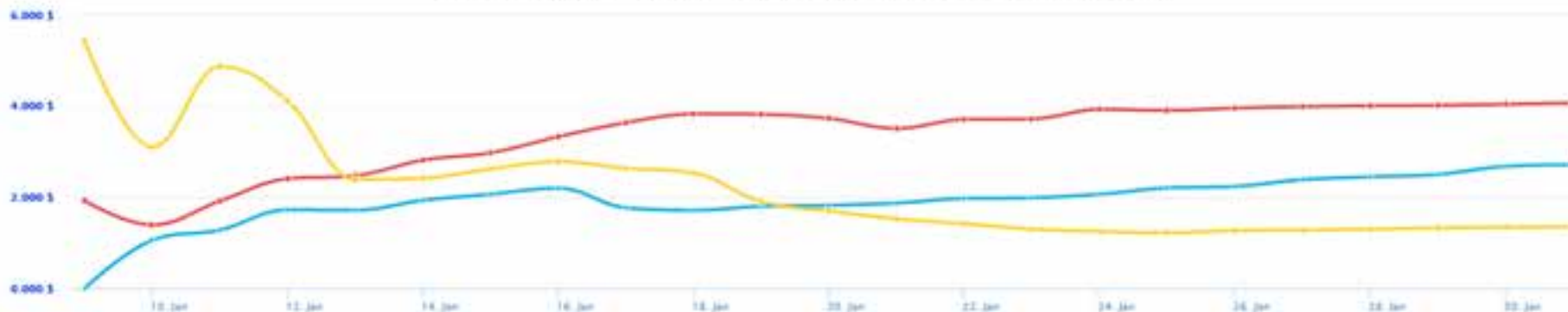


NAME	ADS	IMPR. %	CLICK %	SPENT %	CTR %	CPC %	CPA %	CONV %	CV RATE %
Share this with a friend that could use a new 2017 Toyota Tacoma, built tough to go the extra mile!	16	13,657	83	\$132.04	0.597%	\$1,591	\$2,870	46	55.422%
Share this with a friend that could use a new 2017 Toyota Tacoma, engineered to do it all in style!	16	13,415	102	\$117.15	0.760%	\$1,149	\$1,660	63	61.765%
Share this with a friend that could use a new 2017 Toyota Tacoma!	16	38,147	419	\$320.81	1.098%	\$0.766	\$1,095	293	69.928%

Graph it!

Cumulative data Daily data

DSO - Haltermans - Jan 17 - 2017 Corolla - VIDEOA - Cost per conversion



NAME	ADS	IMPL	CLICK	SPENT	CTR	CPC	CRA	CONV	CVRATE
Share this with a friend that could use a new 2017 Toyota Corolla	15	12,357	86	\$109.90	0.694%	\$1,278	\$4,070	27	31.305%
Share this with a friend that could use a new 2017 Toyota Corolla, because safety is always in style!	15	23,937	215	\$254.99	0.898%	\$1,186	\$2,713	94	43.721%
Share this with a friend that could use a new 2017 Toyota Corolla, because safety and reliability never go out of style!	15	25,913	188	\$205.11	0.726%	\$1,091	\$1,348	152	60.851%

Creating a UTM Code

www.haltermanstoyota.com/new-inventory/index.htm?search=&saveFacetState=true&model=RAV4&normalExteriorColor=&lastFacetInteracted=inventory-listing1-facet-anchor-model-13

Website URL	<input type="text" value="http://www.haltermanstoyota.com/new-inventory/index.htm?search=&saveFacetState=true&model=RAV4&normalExteriorColor=&lastFacetInteracted=inventory-listing1-facet-anchor-model-13"/>
	The full website URL (e.g. <code>https://www.example.com</code>)
Campaign Source	<input type="text" value="GS Marketing"/>
	The referrer: (e.g. <code>google</code> , <code>newsletter</code>)
Campaign Medium	<input type="text" value="Email"/>
	Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)
Campaign Name	<input type="text" value="Presidents_Day_Sale"/>
	Product, promo code, or slogan (e.g. <code>spring_sale</code>)
Campaign Term	<input type="text"/>
	Identify the paid keywords
Campaign Content	<input type="text" value="Rav4_Inventory"/>
	Use to differentiate ads

What do I do now with the code I've generated?

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

```
http://www.haltermanstoyota.com/new-inventory/index.htm?
search=&saveFacetState=true&model=RAV4&normalExteriorColor=&lastFacetInteracted=inventory-
listing1-facet-anchor-model-
13&utm_source=GS%20Marketing&utm_campaign=Presidents_Day_Sale&utm_medium=Email&utm_
content=Rav4_Inventory
```

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link

Highlight the code above and bring it over to the Bit.ly website where you will be able to shorten this link and create a Bit.ly link and able to track it both in Google Analytics as well as Bit.ly

Turning that UTM code into a Bit.ly link

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

```
http://www.haltermanstoyota.com/new-inventory/index.htm?search=&saveFacetState=true&model=RAV4&normalExteriorColor=&lastFacetInteracted=inventory-listing1-facet-anchor-model-13&utm_source=GS%20Marketing&utm_campaign=Presidents_Day_Sale&utm_medium=Email&utm_content=Rav4_Inventory
```

Set the campaign parameters in the fragment portion of the URL (not recommended).

[Copy URL](#) [Convert URL to Short Link](#)

CREATE BITLINK ✕

bit.ly

PASTE LONG URL

To create a Bitlink from your dashboard, press 'r'

FEB 14

GS Marketing-Presidents Day Sale-Rav4

```
http://www.haltermanstoyota.com/new-inventory/index.htm?search=&saveFacetState=true&model=RAV4&normalExteriorColor=&lastFacetInteracted=inventory-listing1-facet-anchor-model-13&utm_source=GS Marketing&utm_campaign=Presidents_Day_Sale&utm_medium=Email&utm_content=Rav4_Inventory
```

bit.ly/2IHSSvG [COPY](#) [SHARE](#) [EDIT](#)



369
TOTAL CLICKS



357
Dark Traffic
TOP REFERRER



363
United States
TOP LOCATION



FEB 6	<input type="checkbox"/> February-Constant Contact-Corolla Specials	37 alba
FEB 6	<input type="checkbox"/> February-Constant Contact-Rav4 Specials	49 alba
FEB 6	<input type="checkbox"/> February-Constant Contact-Camry Specials	40 alba
FEB 6	<input type="checkbox"/> February-Constant Contact-Oil Change	25 alba

Email blast

February Rav4.jpg

NEW 2017 TOYOTA
RAV4 LE (AWD)
0% APR
for 60 months*

OR

\$199 PER MO*
36 month lease

SHOP NOW

TOYOTA | **HALTERMANS**
WE DELIVER!

*MSRP: \$27,589. \$3611 down plus first month payment of \$199 a month plus tax and tags \$138 (inc. tax). Lease based on 36 months/39k miles. \$250 acquisition fee included in cap cost \$27,114. Your payment may vary based on your negotiated price. Not all customers will qualify. Offer based on the 1+ credit. MSRP \$4432. \$6,437 down. Lease offer is not valid with any other cash back or APR offer. Customer is responsible for excessive wear and excess mileage charges of \$15 per mile in excess of 30,000 miles. Security deposit not required. 0.0% APR with \$2,500 down payment (includes for 72 monthly payments of \$13.85 per \$1000 financed for 36 months) for a term of 60 months corresponds to a monthly cost of \$46.67 per \$1000 financed. The rates described are the actualized payment rate. See the actualized payment rate. Offer ends on 2/28/17.

Make a clickable link: <http://bit.ly/2HSSvG>

Track

Image Description: None

Dimensions: 582 x 325

How does dinner on us sound?

SENT Newsletter Email, Sent Feb 7, 2017

10%
OPEN RATE

6%
CLICK RATE

Actions

View: How does dinner on us sound? ▾

 Export

Export the names

164
Clicks

[What gets the most clicks?](#)

6% Click-through rate *based on unique clicks

9% Your Average [Increase this](#)

9.7% Industry Average [Learn more](#)

164 Contacts [Select contacts to organize...](#)

Display: By Contact ▾

<input type="checkbox"/>	Email	Date/Time (EST)	Link
February 2017			
<input type="checkbox"/>	@ptd.net	2/15/2017 5:46pm	http://bit.ly/2icHqaQ? utm_source=How+does+dinner+on+us+sound%3F+&utm_campaign=Valentines+Day&utm_medium=email
<input type="checkbox"/>	@ptd.net	2/15/2017 3:47pm	http://bit.ly/2Ihw2au? utm_source=How+does+dinner+on+us+sound%3F+&utm_campaign=Valentines+Day&utm_medium=email

Look up in your CRM

1.	facebook / social	5,783 (27.88%)	52.79%	3,053 (74.91%)	55.87%	1.15	00:01:03	84.66%	4,896 (21.23%)
2.	google / organic	4,832 (22.62%)	52.38%	2,531 (29.65%)	15.89%	5.53	00:05:08	131.21%	6,340 (27.49%)
3.	google / cpc	4,602 (21.39%)	60.54%	2,786 (22.73%)	30.64%	4.34	00:03:47	113.95%	5,244 (22.74%)
4.	(direct) / (none)	2,289 (10.72%)	65.79%	1,506 (32.29%)	30.45%	4.49	00:04:16	116.16%	2,659 (11.33%)
5.	bing / cpc	765 (3.89%)	71.63%	548 (4.47%)	30.33%	4.63	00:04:24	106.93%	818 (3.55%)
6.	toyota.com / referral	318 (1.49%)	63.84%	203 (1.60%)	9.12%	5.39	00:03:47	131.45%	418 (1.81%)
7.	bing / organic	293 (1.37%)	54.27%	159 (1.30%)	7.51%	7.00	00:06:44	135.49%	397 (1.72%)
8.	yahoo / organic	266 (1.25%)	55.26%	147 (1.20%)	12.03%	5.73	00:05:06	133.83%	356 (1.54%)
9.	Group / social	254 (1.19%)	72.83%	185 (1.31%)	87.01%	1.31	00:00:37	86.61%	220 (0.95%)
10.	Group / mobile	214 (1.00%)	91.59%	196 (1.60%)	68.69%	1.45	00:00:12	64.02%	137 (0.59%)
11.	Mobile / Banner	211 (0.99%)	85.78%	181 (1.48%)	65.88%	1.94	00:01:12	13.27%	28 (0.12%)
12.	Mobile / Banner	177 (0.82%)	98.31%	174 (1.42%)	23.16%	0.97	00:00:46	73.45%	130 (0.56%)
13.	visul.com / referral	147 (0.69%)	33.33%	49 (0.40%)	27.21%	4.53	00:06:20	140.14%	206 (0.89%)
14.	f.facebook.com / referral	130 (0.61%)	74.62%	97 (0.79%)	72.31%	1.03	00:00:22	41.54%	54 (0.23%)
15.	Group / email	105 (0.49%)	36.19%	38 (0.31%)	29.52%	4.58	00:04:26	141.90%	149 (0.65%)
16.	Marketing / Email	90 (0.42%)	38.89%	35 (0.29%)	71.11%	2.14	00:01:42	56.67%	51 (0.22%)
17.	Constant Contact / Email	89 (0.42%)	68.54%	61 (0.50%)	47.19%	1.31	00:00:44	89.89%	80 (0.33%)

Useful websites

Google Analytics



Bit.ly



Google UTM Builder



In closing

How do I implement this at my store?

Answer: Find a dedicated member of your team that can do many areas in the dealership. Often times it is an Internet Manager that has desked deals, worked a BDC, Sold cars, Trained other staff members. The reason for holding so many positions is the analytical side and thinking that goes into it. This person will also have to be a team player.

Story about the Shepard and the Major

What are the benefits of doing this in house?

- On the fly changes to ad campaigns.
- Understanding your store better.
- Tracking and ROI
- The whole message of the day.....Who is your DATA??!!

A Love Story About Your Data & How to Build a Long Lasting Relationship. Don't let others control YOUR customers.

Golden Nugget

You are doing what?

We are currently in the process and testing some new data that we were able to get our hands on. We have been able to pull our old leads from Toyota back about 5 years, take that data and break it down in Google maps. We are currently looking at where we were losing sales of specific makes and models. We are then targeting those ads with an aggressive message. Still in the testing stages and hope to have more results as time goes on. If we have sold the customer a vehicle we are looking at the timing and serving up service offers to them.

Local news paper runs competition, people send opt in for a promotion we get a copy of that and then serve them up emails based on certain targeted items.

A Love Story About Your Data & How to Build a Long Lasting Relationship. Don't let others control YOUR customers.

DIGITAL DealerTM WORKSHOPS

Contact Info

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