

# KIA DEALER CASE STUDY



HOW FINDLAY KIA CONVERTED LOST SALES TO CLOSED SALES WITH THE 1-2 PUNCH OF TRAFFICVIEW™ + AUTOHOOK®



A green Kia SUV is shown driving on a dirt road during sunset. The car is in motion, kicking up dust, and is positioned on the left side of the frame. The background features a hazy, mountainous landscape under a warm, orange sky. A red horizontal bar is located above the title.

## THE PROBLEM

In a down market, Findlay Kia needed an effective way to analyze their CRM data to expose inefficiencies in their sales process. They needed to identify which sales they were losing to their top competitors and the sources responsible for those defections.

After defining the areas where they could improve, they needed a solution to help them reclaim lost sales to the competition.

# THE SOLUTION: TRAFFICVIEW™



89148

Using TrafficView™, Findlay Kia was able to identify their top areas of opportunity to improve by:

## GEOGRAPHY

Defined the zip codes with the most defections

## MODEL

Identified the Soul as their highest opportunity model



## DAYS TO SALE

Determined the highest rate of defections were happening during days 8-14

# THE SOLUTION: AUTOHOOK®

After TrafficView™ defined their top opportunities, AutoHook® took over to execute custom test drive incentive campaigns both on their website and 3rd party leads targeting their top opportunities by:

**RECEIVE A \$50 REWARD CARD**  
With Test Drive at Findlay Kia by Oct 24, 2020

Step 1: Select a reward card

- DOORDASH: Your favorite restaurants, delivered.
- CRUBHUB: Restaurants you love, delivered.
- VISA: 5371 8400 0000 0000

Step 2: Tell us where to send it

Lindsay Fisher  
Lindsay@example.com  
(888)888-8888 49419

Step 3: Tell us which vehicle youre interested in

New 2020  
Kia Any Model

I would like to opt-out of receiving a mobile text confirmation message related to this program.

[GET REWARD CODE](#)

[Terms & Conditions](#) [Privacy Policy](#)

## GEOGRAPHY

Increased test drive offers from \$25 to \$50 - \$75 if the lead was located in the targeted zip code of opportunity

## MODEL

Increased test drive offers from \$25 to \$50 - \$75 if the lead came from a Soul VDP

## DAYS TO SALE

Dealer put extra focus on lead follow up after 7 days and trained sales team on how to handle AutoHook leads

THE RESULTS  
[TIME FRAME: 90 DAYS]

GEOGRAPHY

30.4%

INCREASE IN BUYER SHARE\*  
IN ZIP CODE 89148

MODEL

20.5%

INCREASE IN BUYER SHARE\*  
SPECIFIC TO THE KIA SOUL

DAYS 8 - 14

32.6%

INCREASE IN BUYER SHARE\*  
DURING DAYS 8-14

\*Buyer Share defined as total % of buyers in  
Dealer CRM that purchased from Dealer

## THE DEALER RESPONSE

“TrafficView™ has been a huge benefit for our store, as we are in a unique and competitive market. By using our own CRM data, we were able to see the effectiveness of the data firsthand, pairing TrafficView™ results with custom, targeted offers via AutoHook®’s Web2Show and Lead2Show. Not only were we able to gain buyer share for the specific zip code and model we targeted, but our same-brand top competitor was no longer our top same-brand competitor when all was said and done! We will continue to use the data to influence our marketing and planning efforts moving forward.”

- Mark Olson | General Sales Manager, Findlay Kia