

Standard vs. Dynamic Email Marketing for Auto Dealers

Car shoppers today expect marketing and communication that is relevant to their individual wants and needs. Give your customers what they want and get more from your email marketing with personalization. The result? You'll see better open rates and a higher ROI with outbound communication that's customized for each prospect.

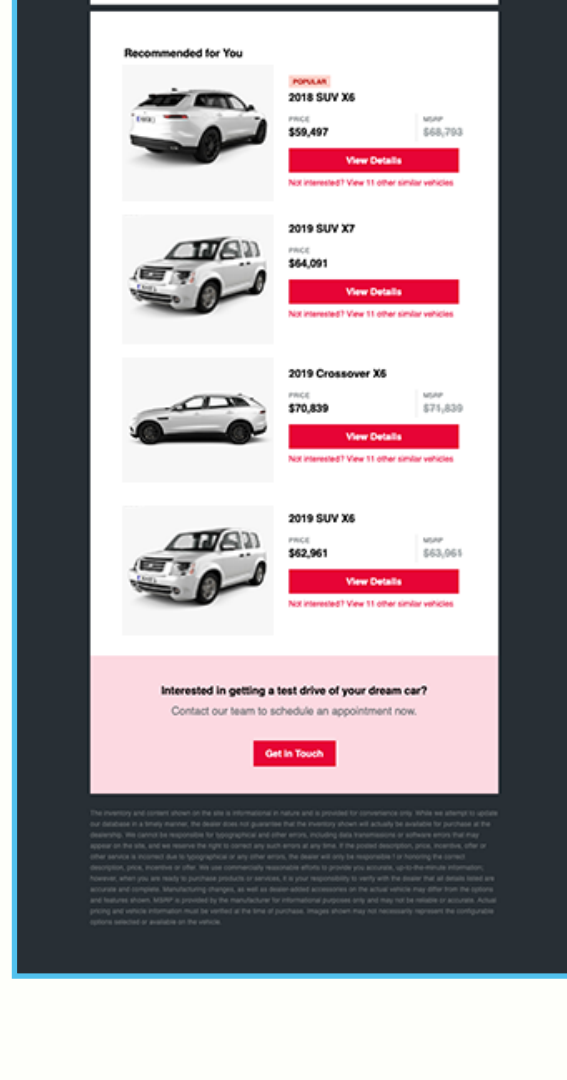
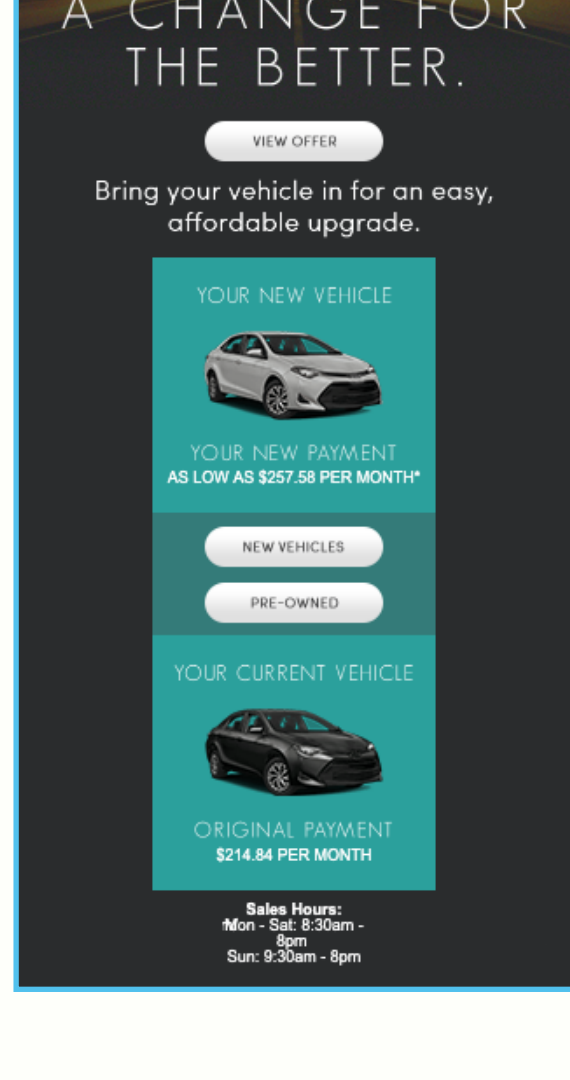


Standard Email Marketing

Standard email blasts send content to email lists or groups segmented by demographics or historic behavior, using predetermined timing and content for each campaign.

Dynamic Email Marketing

Personalized, dynamic emails send relevant content to individuals based on their shopping preferences and dynamically flex in response to specific preferences or actions taken.



Example

Sending an email about a trade-in special for sedans to all your customers who bought a sedan last year.

Example

Sending an email about suggested vehicles to people who looked at related inventory.

CAMPAIGN DETAILS

Trigger

Activity on the emails - If the prospect clicks, they'll get one email next; if they don't, they'll get a different email.



Activity on your website - either the prospect's or yours. If the prospect looks at a piece of inventory and you lower the price, they'll get an email alert automatically.

Content

Personalized, static - based on the information available in your CRM and, without user and inventory tracking, limited to first and last name, date of purchase, known service records, etc.



Customized, dynamic - based on the information available in your CRM, plus dynamic user behavior and inventory data through live user and inventory tracking and machine learning.

Frequency

Locked - determined by the recipient's response to the email.



Flexible - determined by the recipient's response to the email, but also their activity on your website, updates to relevant inventory on your website, and promotions or sales.

Ability to Unsubscribe



STYLE



1:Many



1:1

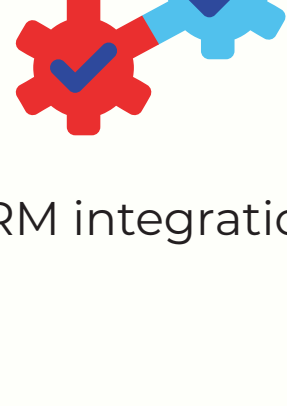
REQUIRES



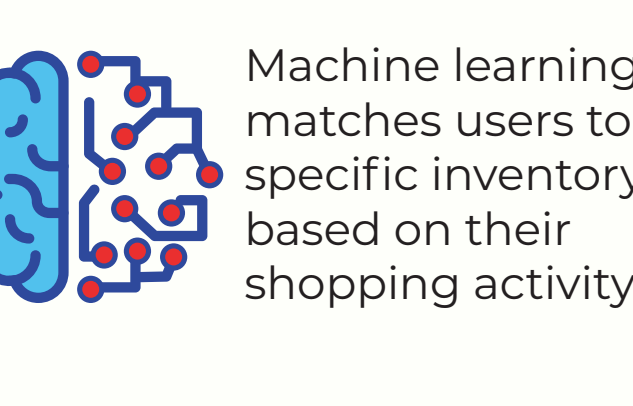
List of contacts



List of contacts



CRM integration



CRM integration



CRM integration

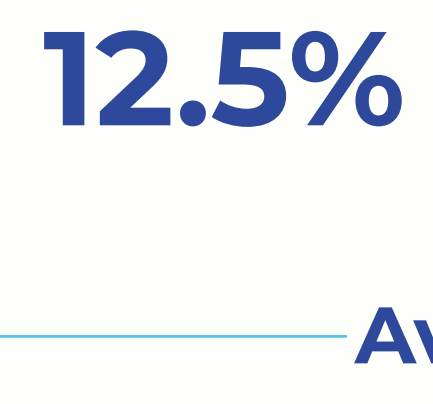


Machine learning matches users to specific inventory based on their shopping activity

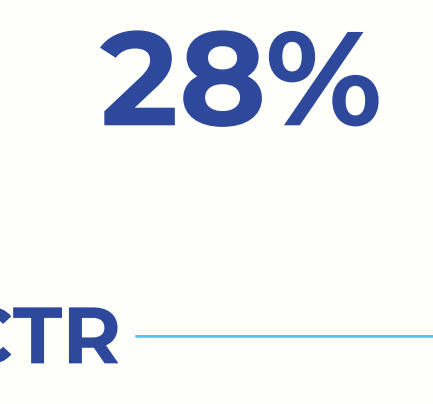
RESULTS

Average open rate

(Source: Foureyes)



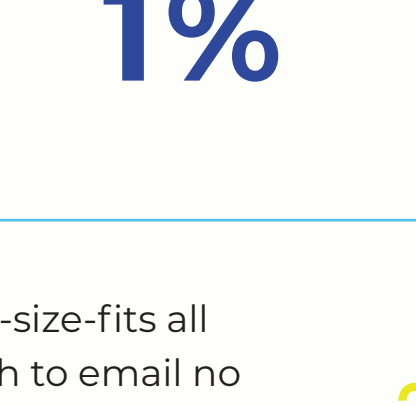
12.5%



28%

Average CTR

(Source: Foureyes)



1%



8.4%

WHY?

This one-size-fits-all approach to email no longer works. Standard one-to-many email campaigns can't generate the same results as dynamic email because they feel unprompted or irrelevant to the majority of recipients.



More than just inserting a first name, personalized emails use dynamic content and automated triggers to feel relevant, one-to-one, and stand out in inboxes. This generates a positive response from recipients.

CUSTOMERS WANT PERSONALIZATION

- **90%** of people between the ages of 18-65 have purchased at least one product/service as a result of an email campaign (Source: Social Media Today)
- **81%** said they were at least somewhat likely to make additional purchases, either online or in-store, as a result of targeted emails (Source: Digital Trends)
- **73%** said they prefer to do business with retailers who use personal information to make their shopping experience more relevant (Source: eMarketer)



GET RESULTS

Try dynamic email marketing at your car dealership. Contact us today.