



AutoHook PUMPS UP market share for:
GERMAIN FORD OF BEAVERCREEK



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www.DriveAutoHook.com

THE OBJECTIVE

In a down market, Germain Ford of Beavercreek needed a way to increase their overall market share and reduce the amount of pump-in sales lost to competitors. Leveraging sales match data from Urban Science, AutoHook determined Germain Ford was losing over 50% of sales to competing dealers in their market (usually referred to as “pump-in”).



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THE SOLUTION

IDENTIFY LOST OPPORTUNITIES

Using the data found within the MarketMaster tool and Urban Science's shared sales database, AutoHook identified specific areas of opportunity for Germain Ford to grow their market share by targeting specific vehicles. AutoHook targeted the top three models they were losing to competitors, including the Focus, Fusion, and Edge.



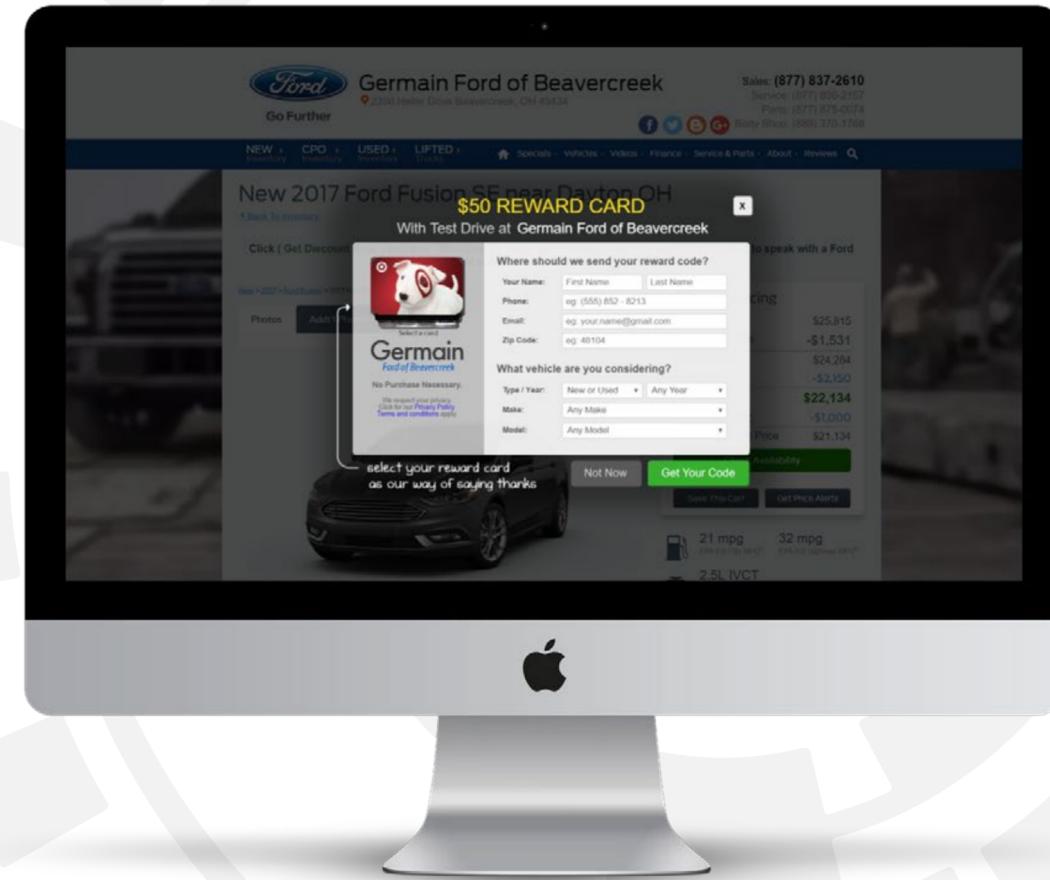
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THE SOLUTION

DRIVE MORE SHOWROOM VISITS

Using zip-code level targeting, in-market customers were incentivized to visit Germain Ford of Beavercreek with a \$50 test drive incentive offer (as opposed to the \$25 offer AutoHook implemented on all other inventory pages). The \$50 test-drive incentives triggered at precise moments on their website's Focus, Fusion, and Edge VDPs and SRPs.



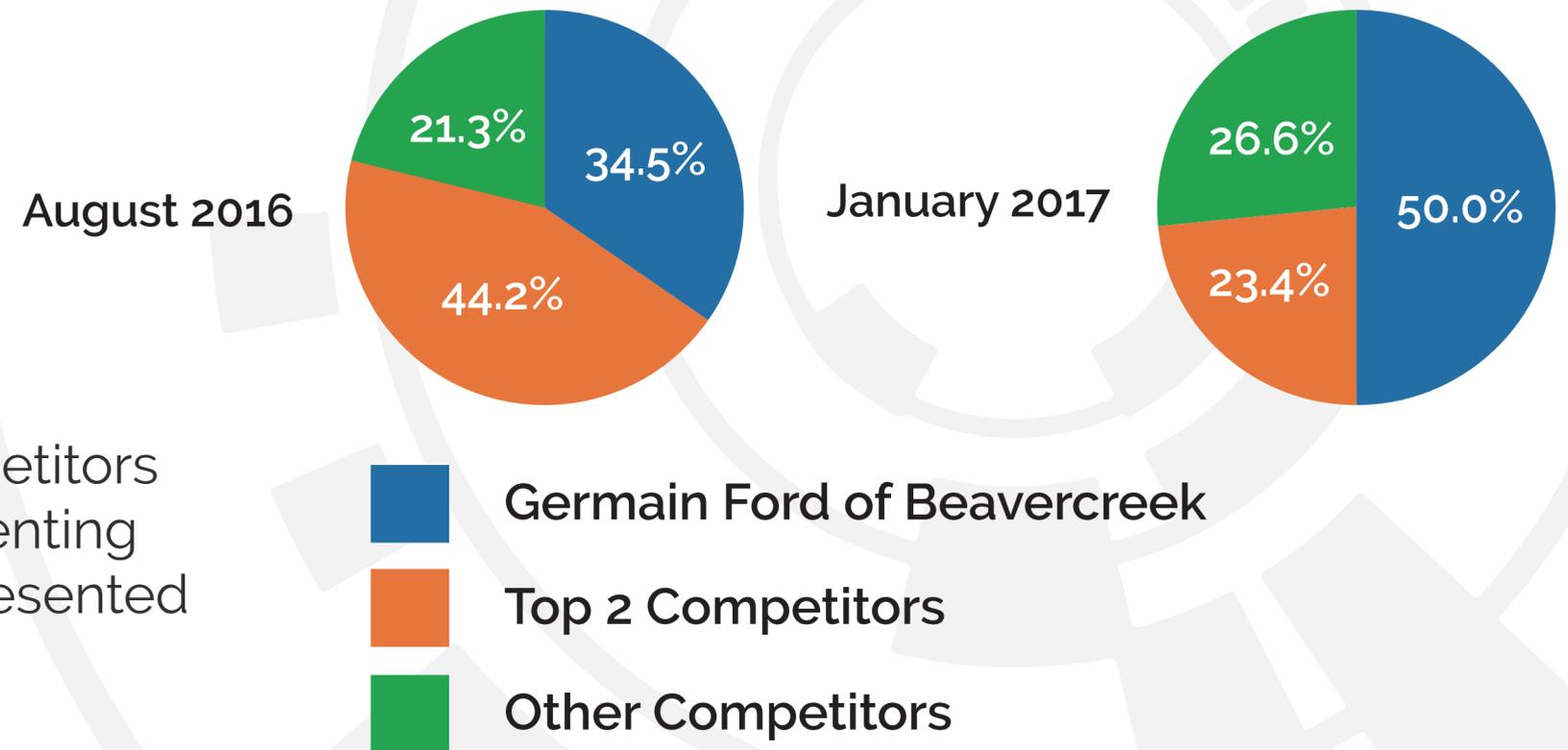
THE RESULTS

[August 2016 – January 2017]

Despite a declining market, Germain Ford of Beavercreek was able to reduce pump-in sales lost to their top two competitors and successfully gain market share using AutoHook's private incentive offers and sales match attribution reporting.

47%
REDUCTION IN OVERALL
LOST SALES (PUMP-IN)

% OF BEAVERCREEK LOCALITY SALES



As of August 2016, Germain Ford's top two competitors owned 44.2% of the market share. After implementing AutoHook, those same two competitors only represented 23.4% of the market in January 2017.

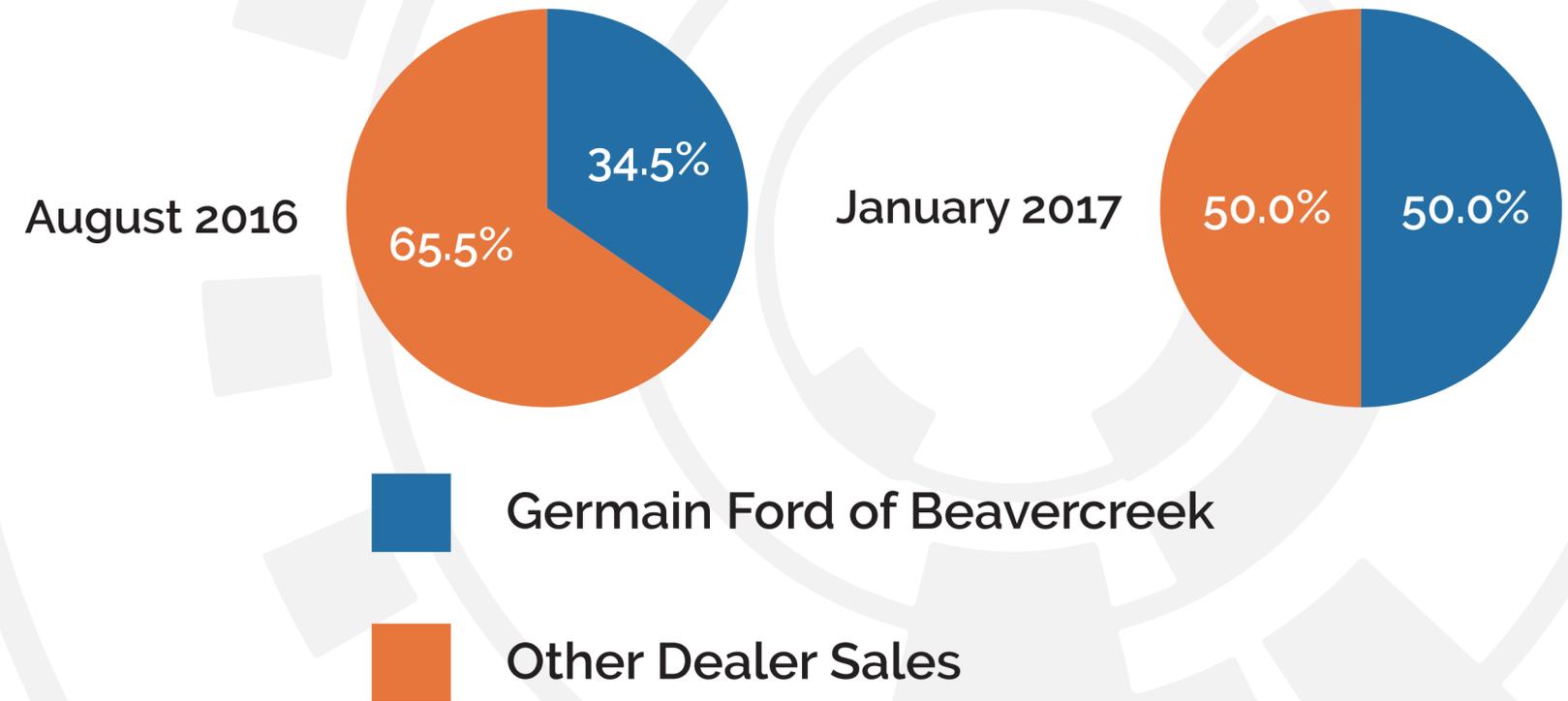
THE RESULTS

[August 2016 – January 2017]

44.9%
INCREASE IN
MARKET SHARE

Germain Ford's market share grew from 34.5% to 50%.

% OF BEAVERCREEK LOCALITY



THE RESULTS

[August 2016 – January 2017]

50%
REDUCTION IN LOST
SALES FOR FOCUS,
FUSION, & EDGE

Using targeted offers on these identified vehicles of opportunity, the total number of lost sales for the three models was reduced by 50% or more, and was maintained month over month for the following three months.



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THE DEALER RESPONSE

"THIS PRODUCT HAS THE HIGHEST ROI OF ANY TOOL WE USE."

"The secret to owning the Internet sales process is to get the customer **OFF the Internet and into the showroom.** That's what AutoHook does consistently for Germain stores. **It's refreshing to be able to work with a partner that can not only hear the music, but can dance to it too.**"

-Shaun kNIFFin
Marketing Director
Germain Automotive Group

"We leverage AutoHook through Web2Show and Lead2Show. **The AutoHook leads are ones I want my team to follow up with immediately.** The customers are browsing our inventory pages, and we want them in our dealership and not someone else's. **We know that when an AutoHook lead is coming in that the customer is basically stating that they plan on visiting our showroom for a test drive.**"

We integrate with MarketMaster Online to create an actionable plan to target the trends that are rapidly changing in our market. We sell vehicles to customers outside our market who come in with these test drive offers, and we are able to attribute an increase in showroom traffic and sales with the AutoHook incentive offers. **This product has the highest ROI of any tool we use and are constantly trying to challenge what it's capable of.**"

- John Martin, General Sales Manager
Germain Ford of Beavercreek



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