AMP Best Practices

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VinSolutions
by Cox Automotive

Agenda

- Turn engagement into action (Opportunity List)
- Build smart audiences (TargetPro)
- Read the AMP Dashboard like a story
- Measure cost & ROI yourself (1-minute math)
- Align PM + MAM + Dealer to execute

Navigating to Opportunity List

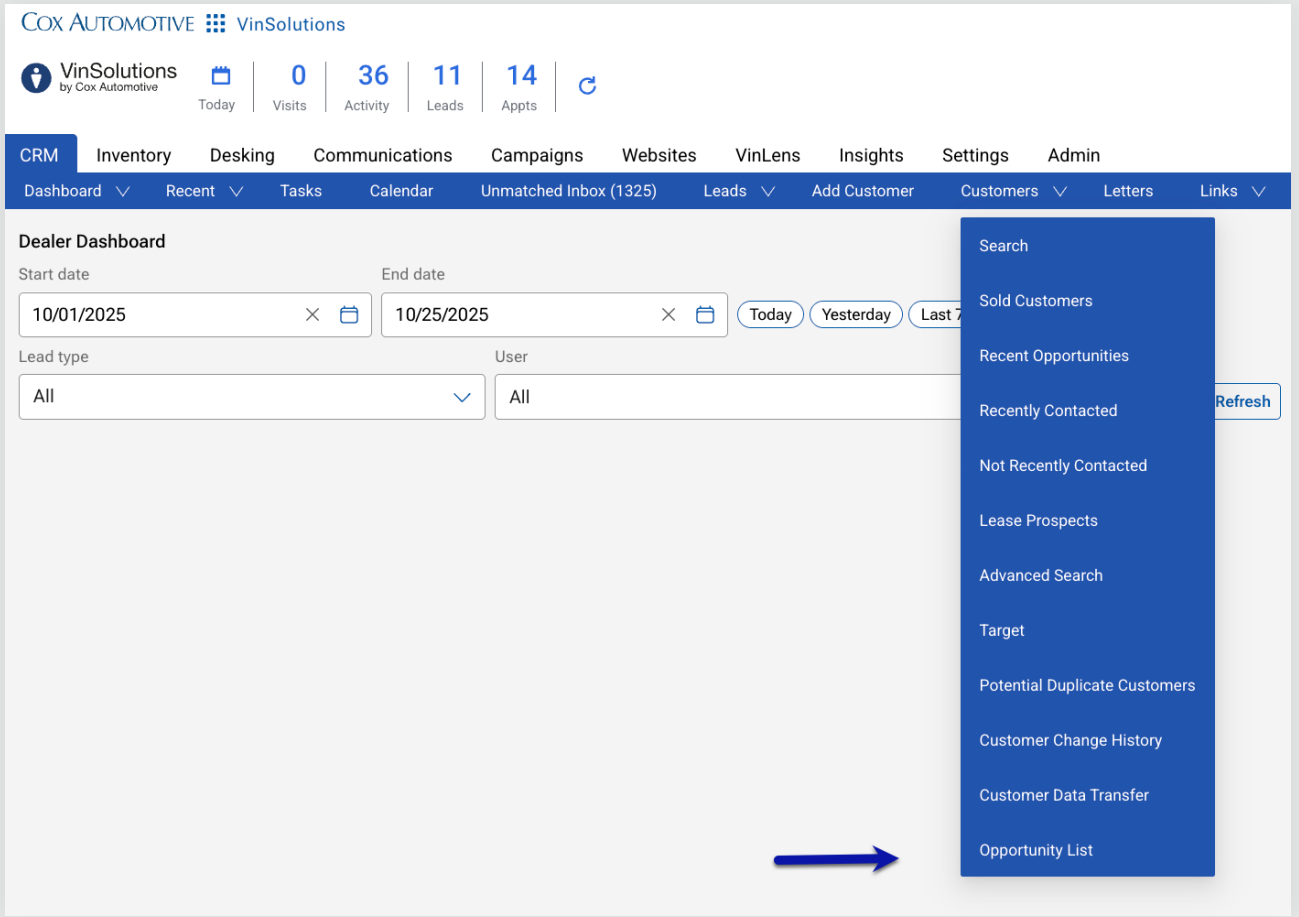
CRM

⬇

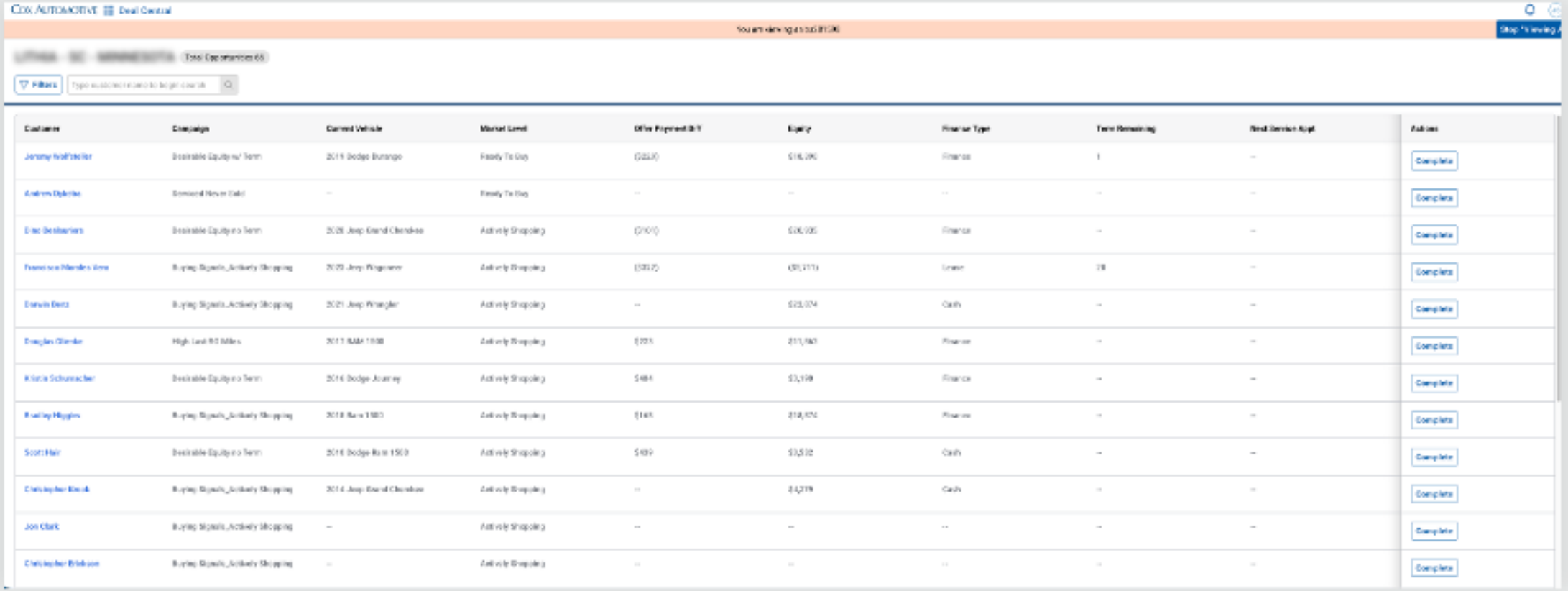
Customers

⬇

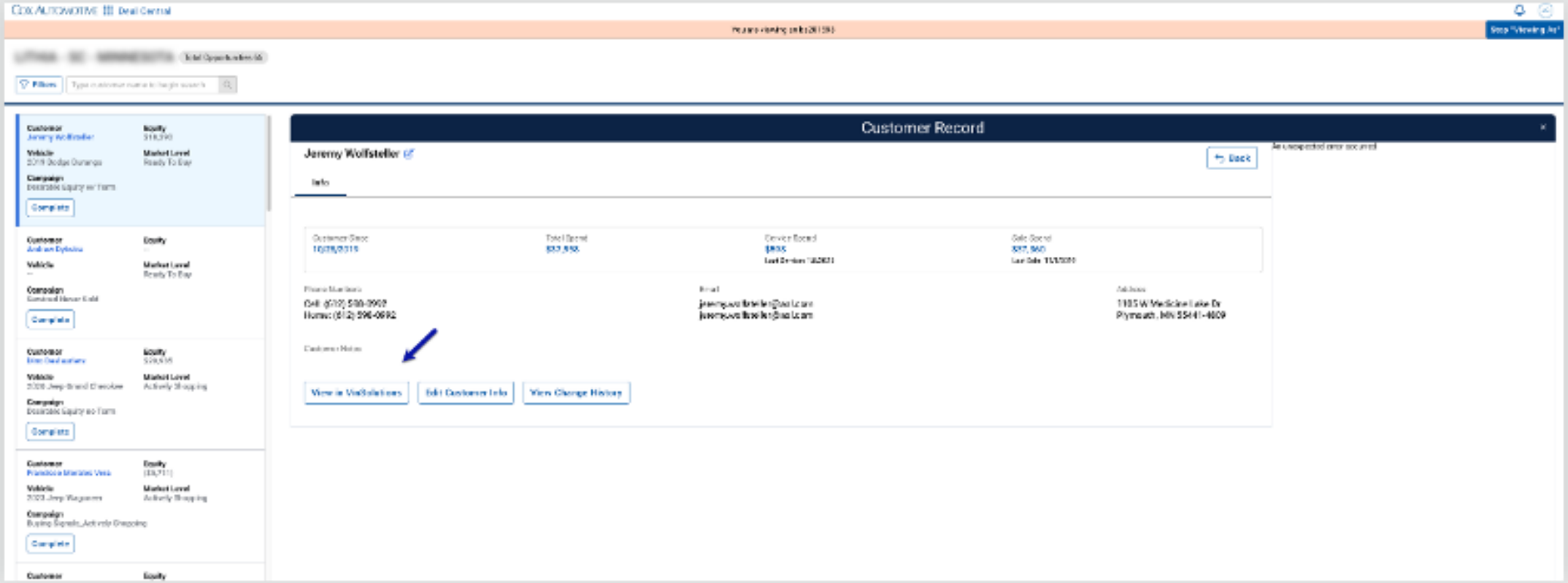
Opportunity List



Showing the Opportunity List



Viewing a Customer on the List



Navigating to Target

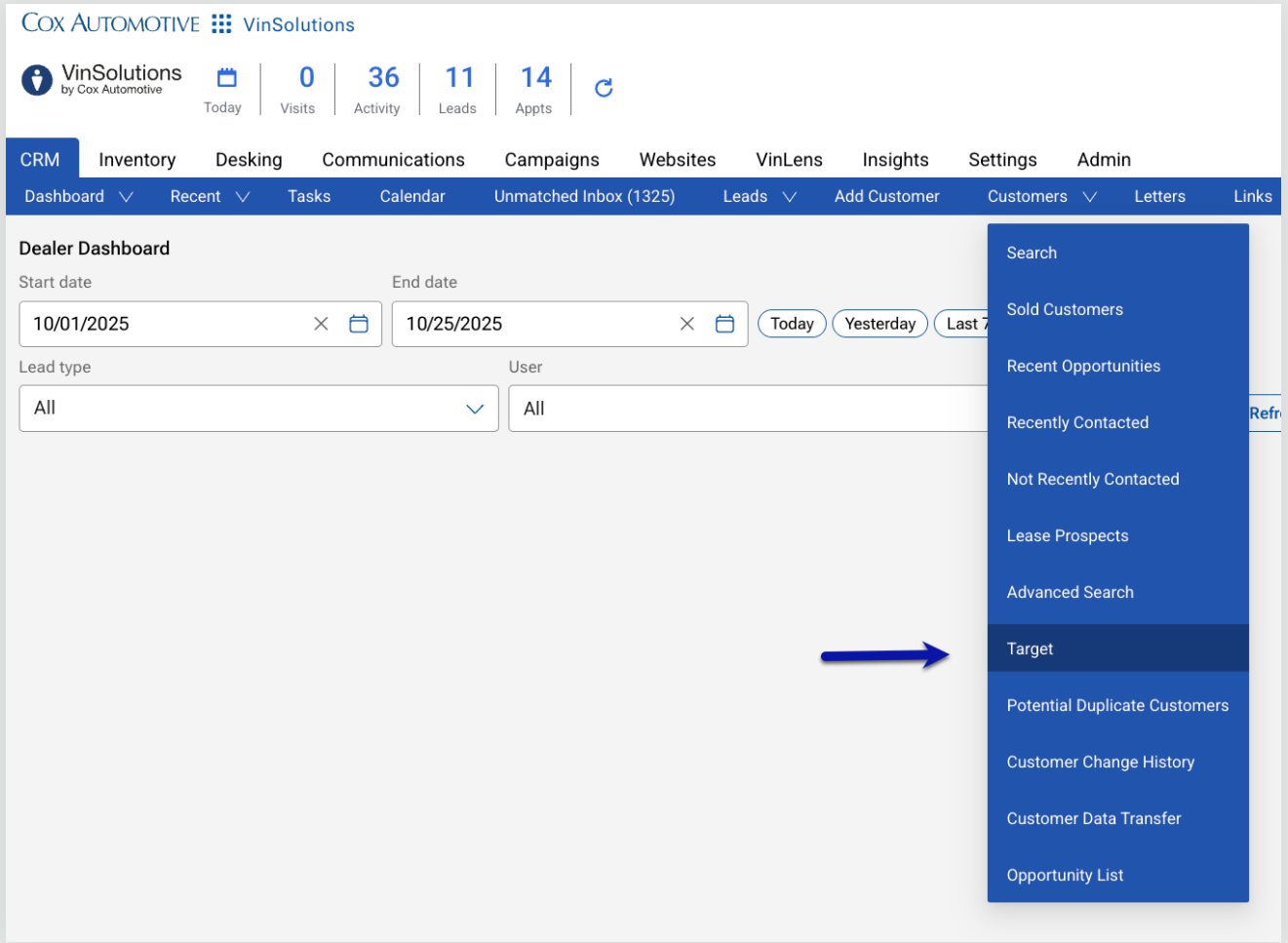
CRM

↓

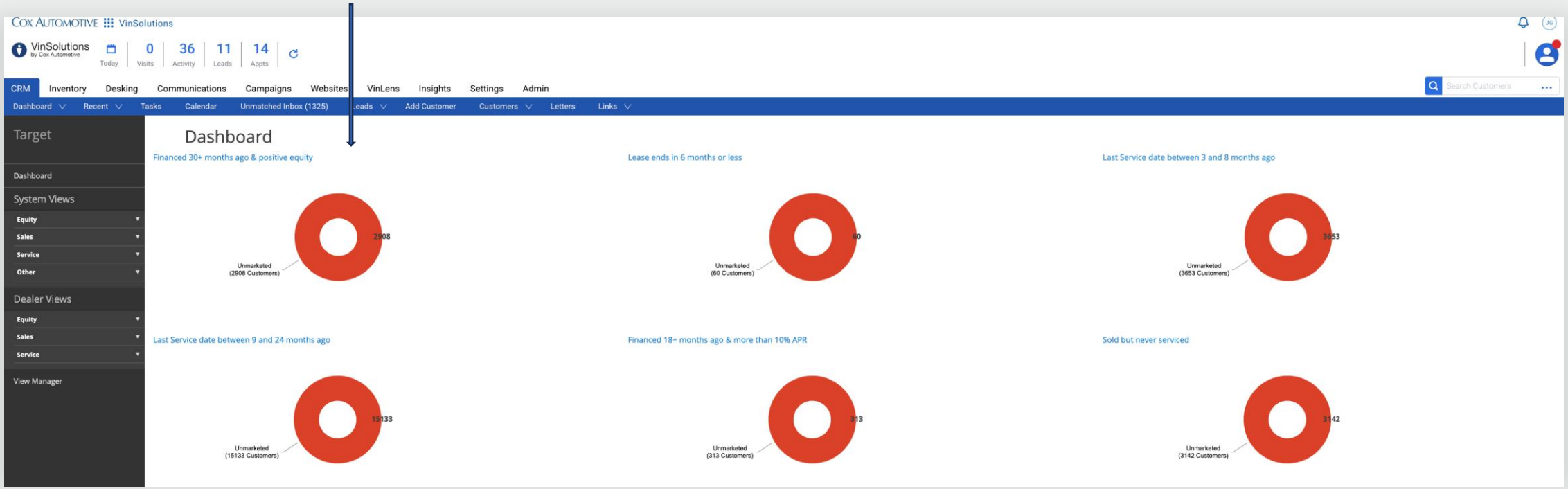
Customers

↓

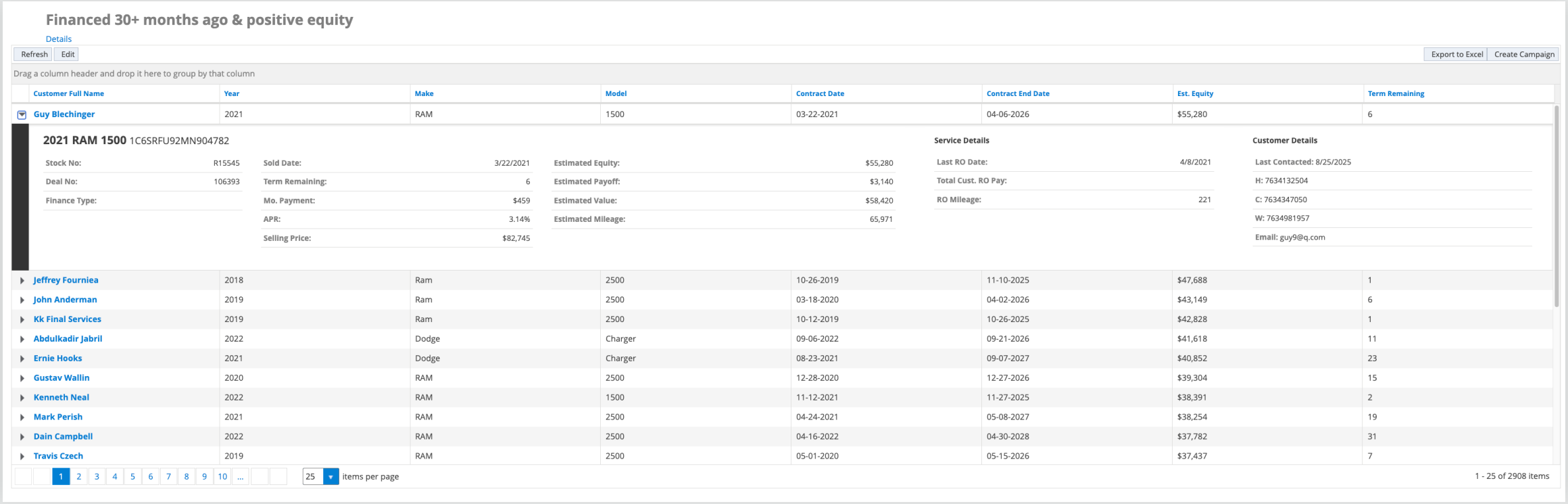
Target



Target Dashboard View (List Overview)



Viewing Customers in the List



Financed 30+ months ago & positive equity

Details

Refresh | Edit | Export to Excel | Create Campaign

Drag a column header and drop it here to group by that column

Customer Full Name	Year	Make	Model	Contract Date	Contract End Date	Est. Equity	Term Remaining
Guy Blechinger	2021	RAM	1500	03-22-2021	04-06-2026	$55,280	6

2021 RAM 1500 1C6SRFU92MN904782

Stock No:	R15545	Sold Date:	3/22/2021	Estimated Equity:	$55,280	Service Details	
Deal No:	106393	Term Remaining:	6	Estimated Payoff:	$3,140	Last RO Date:	4/8/2021
Finance Type:		Mo. Payment:	$459	Estimated Value:	$58,420	Total Cust. RO Pay:	
		APR:	3.14%	Estimated Mileage:	65,971	RO Mileage:	221
		Selling Price:	$82,745				

Customer Details

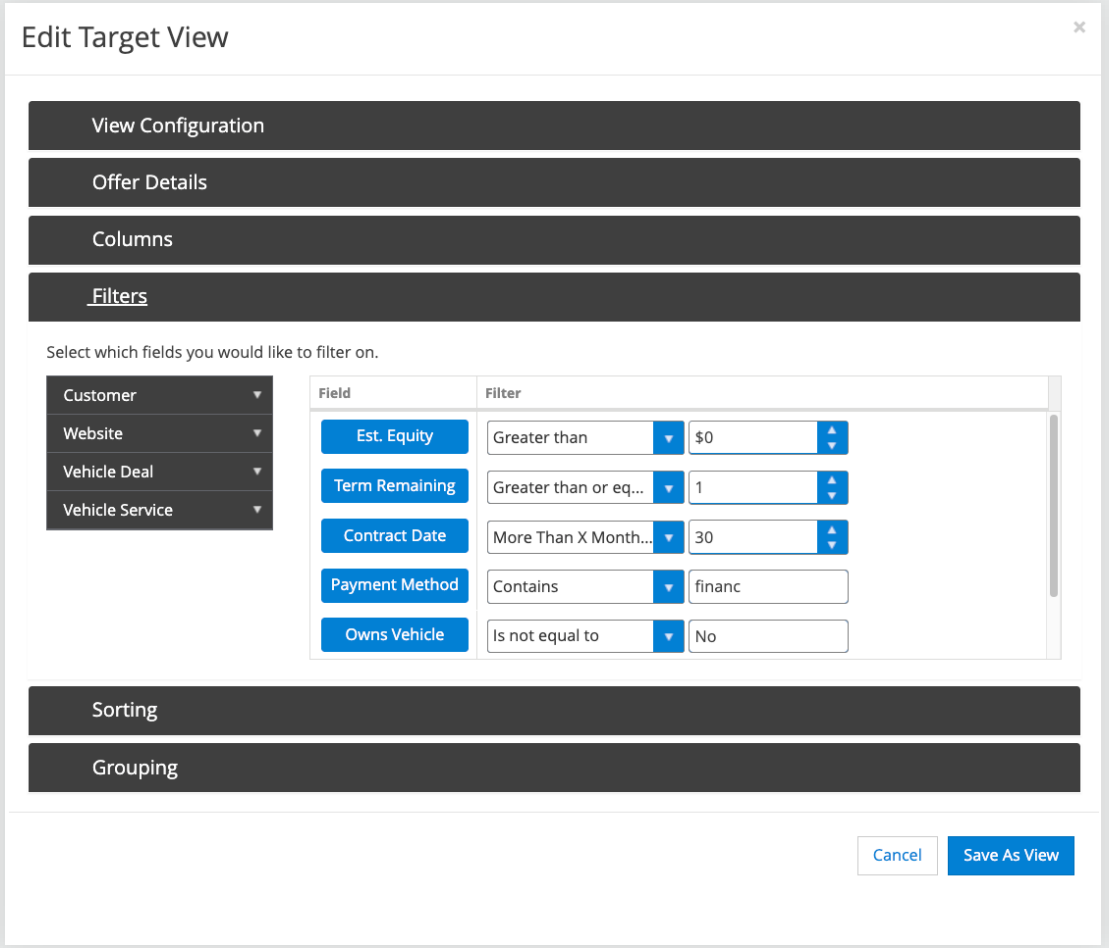
Last Contacted: 8/25/2025
H: 7634132504
C: 7634347050
W: 7634981957
Email: guy9@q.com

Jeffrey Fourniea	2018	Ram	2500	10-26-2019	11-10-2025	$47,688	1
John Anderman	2019	Ram	2500	03-18-2020	04-02-2026	$43,149	6
Kk Final Services	2019	Ram	2500	10-12-2019	10-26-2025	$42,828	1
Abdulkadir Jabril	2022	Dodge	Charger	09-06-2022	09-21-2026	$41,618	11
Ernie Hooks	2021	Dodge	Charger	08-23-2021	09-07-2027	$40,852	23
Gustav Wallin	2020	RAM	2500	12-28-2020	12-27-2026	$39,304	15
Kenneth Neal	2022	RAM	1500	11-12-2021	11-27-2025	$38,391	2
Mark Perish	2021	RAM	2500	04-24-2021	05-08-2027	$38,254	19
Dain Campbell	2022	RAM	2500	04-16-2022	04-30-2028	$37,782	31
Travis Czech	2019	RAM	2500	05-01-2020	05-15-2026	$37,437	7

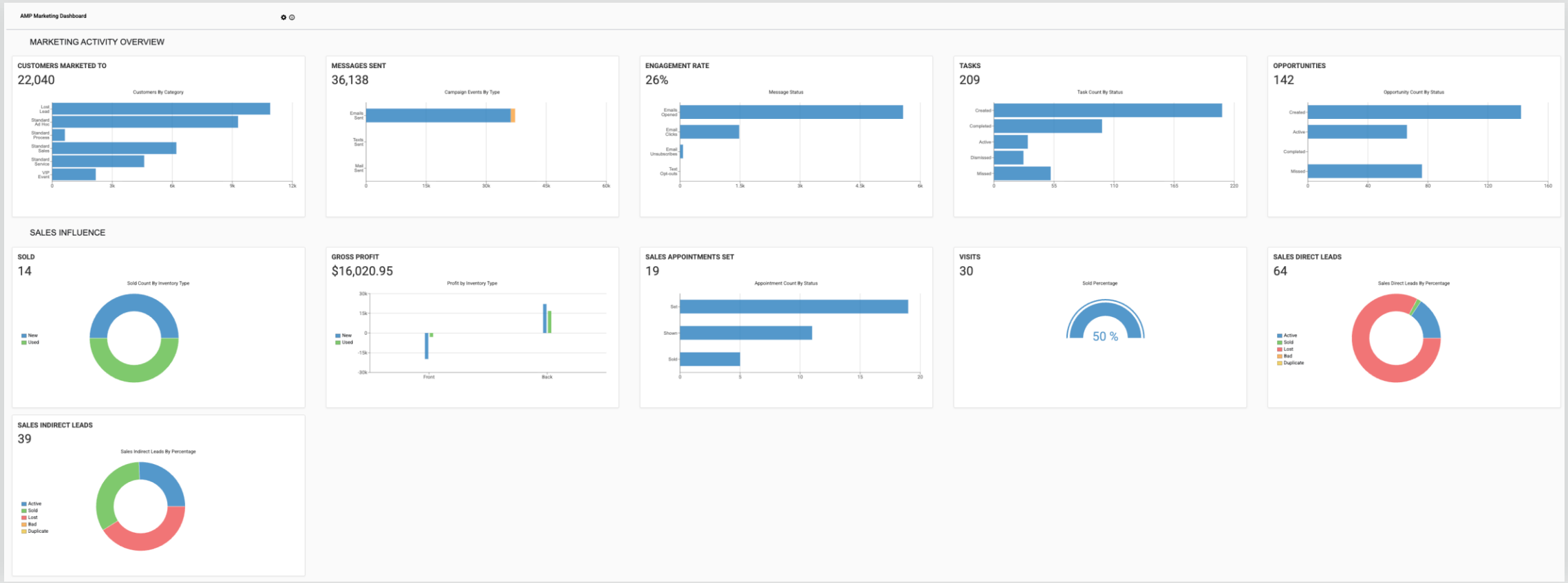
1 2 3 4 5 6 7 8 9 10 ... 25 items per page

1 - 25 of 2908 items

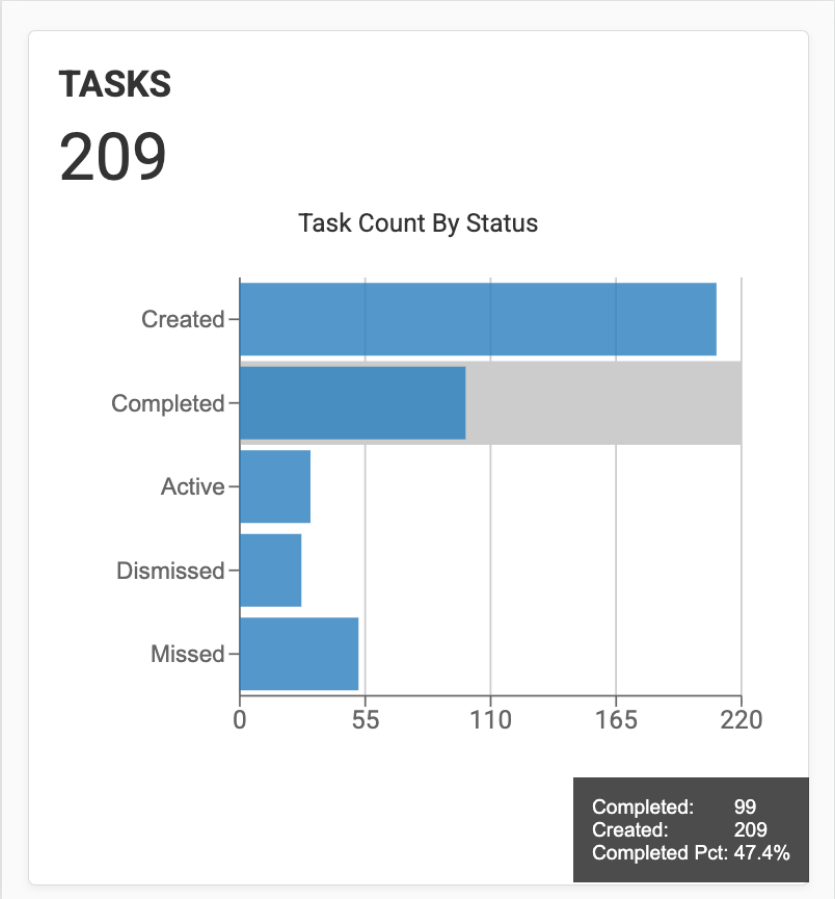
Building Lists in Target (Mining for Customers)

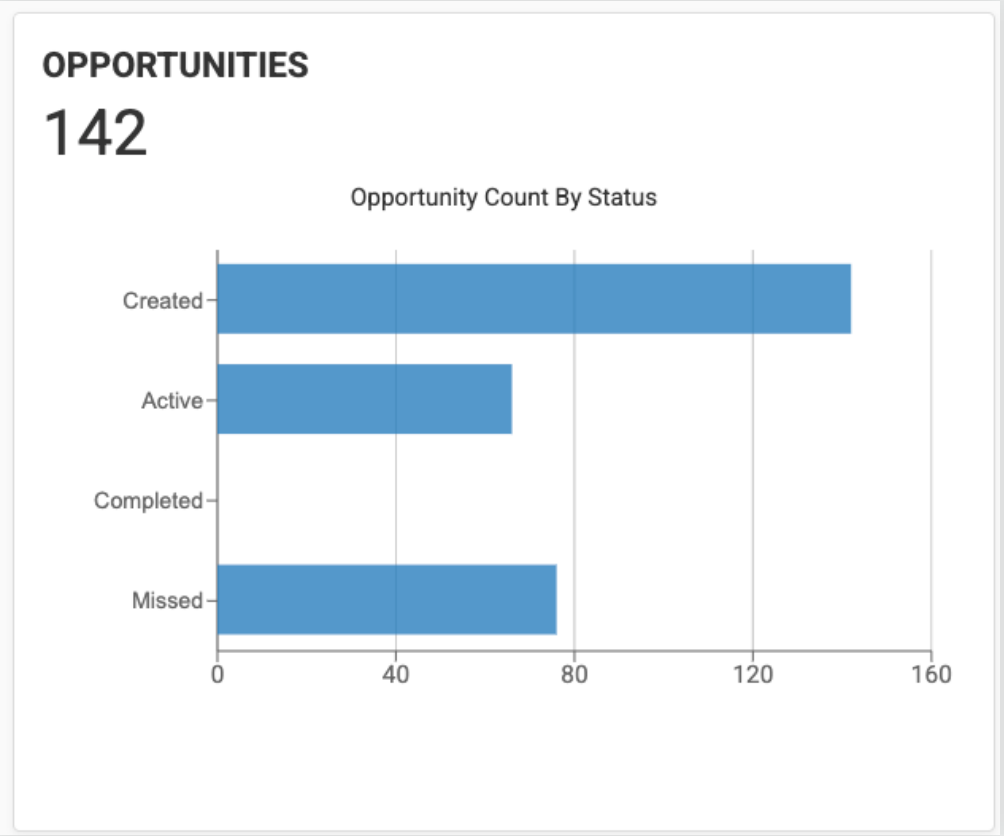


AMP Dashboard Overview

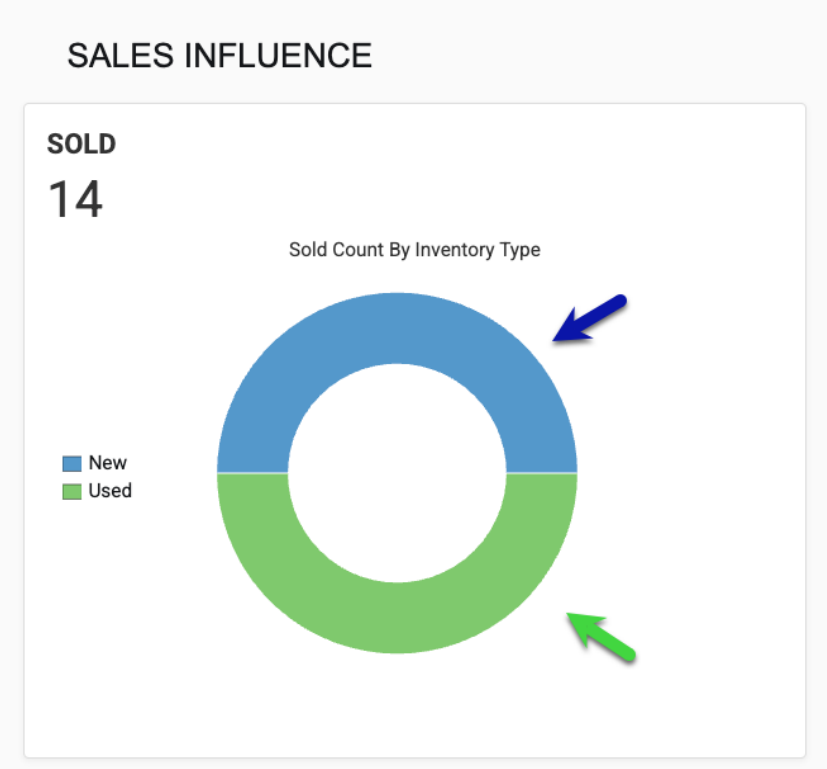


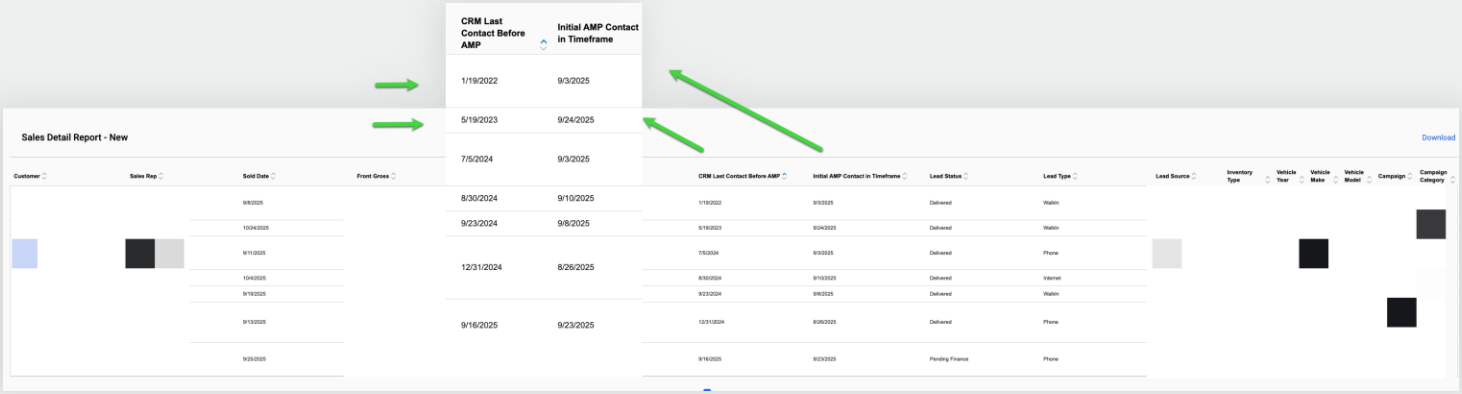
Tasks & Opportunities View





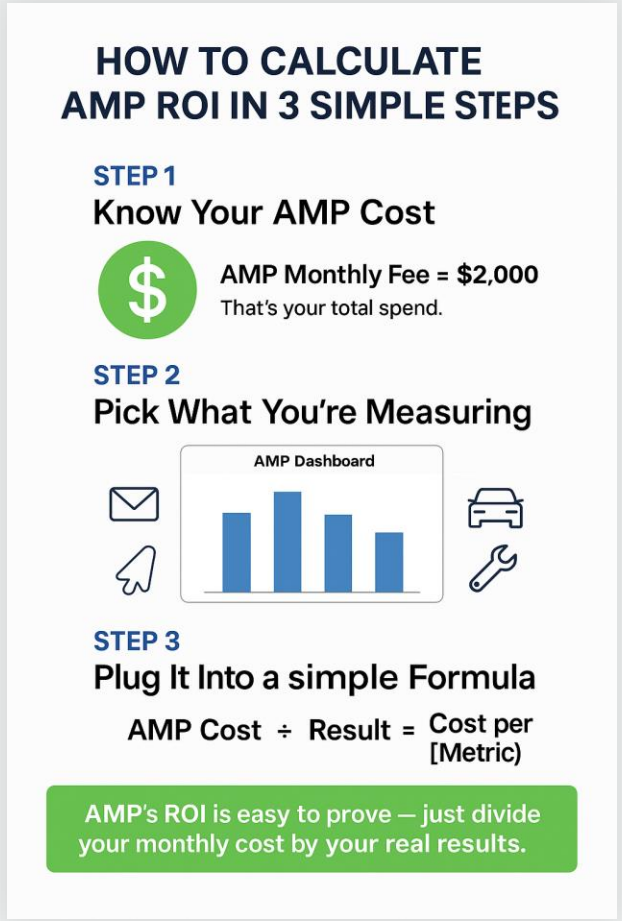
Sales Results View





Cost Comparison to Other Channels

	Cost per Engagement/Lead	Cost per Sale
AMP	$0.50	$200 – $400
Google PPC	$200–350	$600 – $1,000
Facebook /Meta Ads	$1.50–3.00	$400 – $800
Direct Mail	$20–40	$800 – $1,200
Third-Party Lead Providers	$35–50	$750 – $1,200



MAM

Owns the audience and messaging

PM

Owns accountability and task performance

Dealer Managers

Own follow-up and closing

AMP succeeds when we align

Questions?

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