

AMP Best Practices

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Agenda



Turn engagement into action
(Opportunity List)



Build smart audiences (TargetPro)



Read the AMP Dashboard like a story



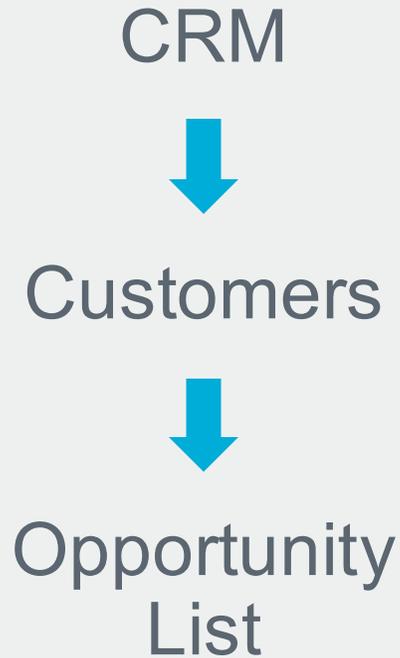
Measure cost & ROI yourself
(1-minute math)



Align PM + MAM + Dealer to execute



Navigating to Opportunity List



The screenshot displays the VinSolutions CRM interface. At the top, the header includes 'COX AUTOMOTIVE VinSolutions' and a navigation bar with tabs for CRM, Inventory, Desking, Communications, Campaigns, Websites, VinLens, Insights, Settings, and Admin. Below the navigation bar, the 'Dealer Dashboard' is visible, featuring filters for Start date (10/01/2025), End date (10/25/2025), Lead type (All), and User (All). A dropdown menu is open on the right side of the dashboard, listing various options: Search, Sold Customers, Recent Opportunities, Recently Contacted, Not Recently Contacted, Lease Prospects, Advanced Search, Target, Potential Duplicate Customers, Customer Change History, Customer Data Transfer, and Opportunity List. A blue arrow points from the 'Opportunity List' option in the dropdown menu towards the right side of the screen.

Showing the Opportunity List

COX AUTOMOTIVE Deal Central

You are viewing 41 out of 81(2)

10/17/2016 10:00 AM Total Opportunities: 65

Filters Type to select rows to begin search

Customer	Campaign	Current Vehicle	Market Level	Offer Payment B/T	Equity	Finance Type	Term Remaining	Next Service Apt.	Action
Jeremy Hoffmeister	Beatable Equity w/ Term	2016 Dodge Durango	Ready To Buy	(\$23)	\$16,390	Finance	1	--	Complete
Andrem Djankic	Beatable New Car	--	Ready To Buy	--	--	--	--	--	Complete
Eric DeMaatens	Beatable Equity w/ Term	2016 Jeep Grand Cherokee	Actively Shopping	(\$10)	\$16,995	Finance	--	--	Complete
Thomas Hernandez	Buyup Specials_Actively Shopping	2015 Jeep Wrangler	Actively Shopping	(\$32)	\$5,111	Lease	28	--	Complete
Ernesto Bero	Buyup Specials_Actively Shopping	2011 Jeep Wrangler	Actively Shopping	--	\$23,074	Cash	--	--	Complete
Emmanuel Glendon	High Level 90 Miles	2011 RAM 1500	Actively Shopping	(\$25)	\$11,860	Finance	--	--	Complete
Krista Schumacher	Beatable Equity w/ Term	2016 Dodge Journey	Actively Shopping	\$481	\$3,198	Finance	--	--	Complete
Pauling Higgins	Buyup Specials_Actively Shopping	2018 Ram 1500	Actively Shopping	(\$16)	\$18,870	Finance	--	--	Complete
Scott Hill	Beatable Equity w/ Term	2016 Dodge Ram 1500	Actively Shopping	\$109	\$3,530	Cash	--	--	Complete
Christopher Binkov	Buyup Specials_Actively Shopping	2014 Jeep Grand Cherokee	Actively Shopping	--	\$4,218	Cash	--	--	Complete
Jon Clark	Buyup Specials_Actively Shopping	--	Actively Shopping	--	--	--	--	--	Complete
Christopher Binkov	Buyup Specials_Actively Shopping	--	Actively Shopping	--	--	--	--	--	Complete

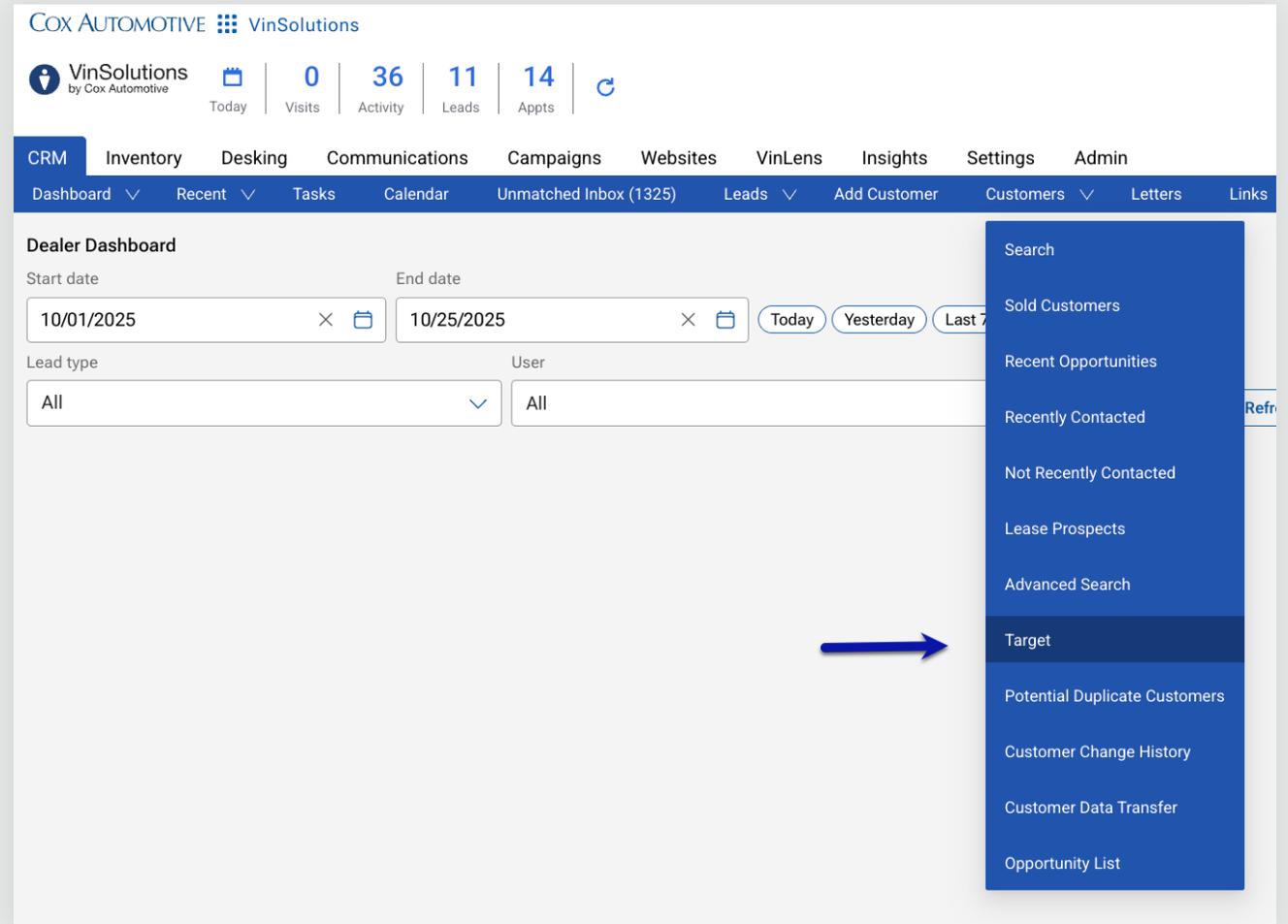
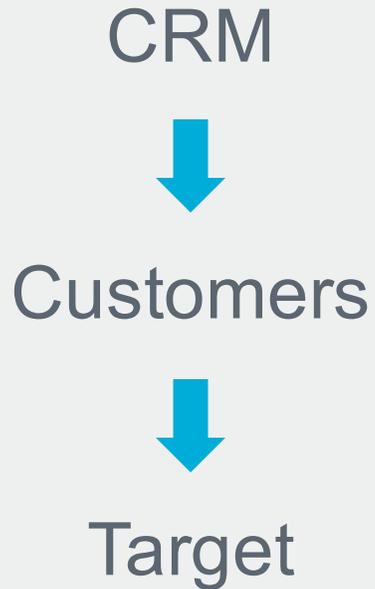
Viewing a Customer on the List

The screenshot displays the VinSolutions by Cox Automotive interface. At the top, the header shows 'COX AUTOMOTIVE Deal Central' and 'Dealers Viewing (1/1/2018)'. Below the header, there is a search bar with the text 'Type in customer name to begin search'. The main content area is titled 'Customer Record' and features a 'Back' button. The customer's name, 'Jeremy Wolfsteller', is displayed at the top of the record. Below the name, there is a table with the following data:

Customer Date	Total Debt	Device Board	Sale Serial
10/28/2015	\$37,850	\$835 Last Device 10/28/15	307,540 Last Sale 11/1/2015

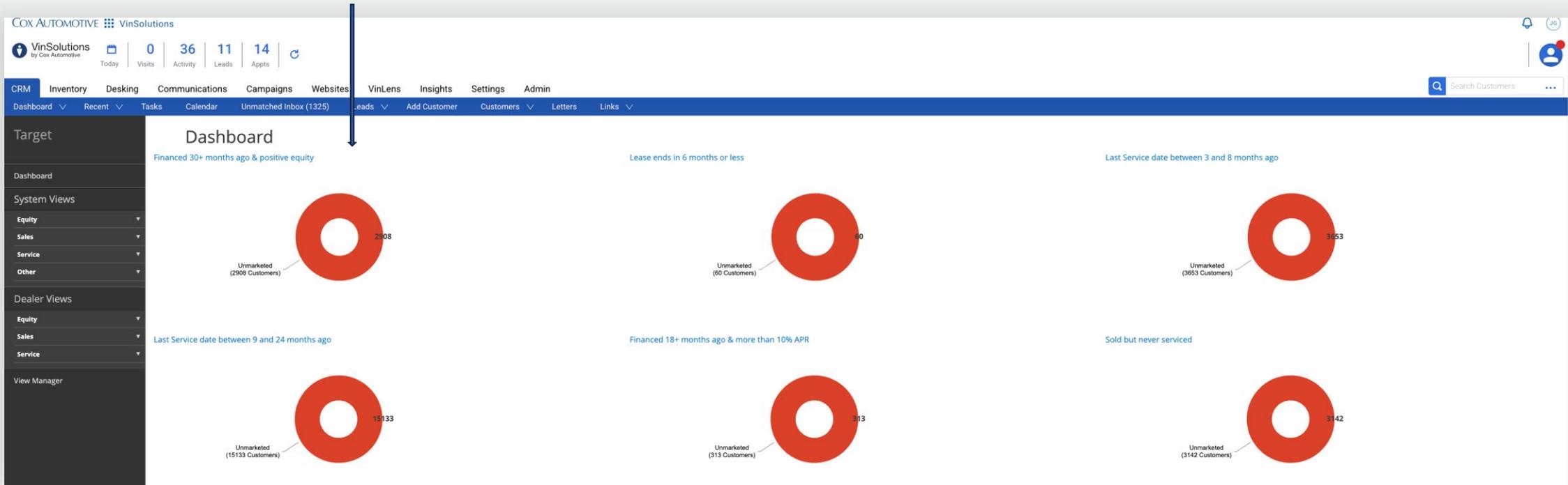
Below the table, there are sections for 'Phone Numbers', 'Email', and 'Address'. The 'Phone Numbers' section lists 'Cell: (512) 596-0692' and 'Home: (512) 596-0692'. The 'Email' section lists 'jwolfsteller@dealcentral.com' and 'jwolfsteller@dealcentral.com'. The 'Address' section lists '1185 W Medicine Lake Dr' and 'Plymouth, MN 55441-4009'. Below the contact information, there are three buttons: 'View in VinSolutions', 'Edit Customer Info', and 'View Change History'. A blue arrow points to the 'View in VinSolutions' button. On the left side of the interface, there is a list of customer records with columns for 'Customer', 'Equity', 'Vehicle', and 'Campaign'. The first record is for 'Jeremy Wolfsteller' with an equity of '\$18,340' and a market level of 'Ready To Buy'. The second record is for 'Andrian Elyshin' with an equity of '\$18,340' and a market level of 'Ready To Buy'. The third record is for 'Evan Dealwaters' with an equity of '\$18,340' and a market level of 'Actively Shopping'. The fourth record is for 'Francisco Martinez Vela' with an equity of '\$18,340' and a market level of 'Actively Shopping'. The fifth record is for 'Jeremy Wolfsteller' with an equity of '\$18,340' and a market level of 'Actively Shopping'.

Navigating to Target



The screenshot displays the VinSolutions CRM interface. At the top, the header includes the logo and navigation tabs: CRM, Inventory, Desking, Communications, Campaigns, Websites, VinLens, Insights, Settings, and Admin. Below the header, a secondary navigation bar contains links for Dashboard, Recent, Tasks, Calendar, Unmatched Inbox (1325), Leads, Add Customer, Customers, Letters, and Links. The main content area is titled "Dealer Dashboard" and features search filters for Start date (10/01/2025), End date (10/25/2025), Lead type (All), and User (All). A dropdown menu is open on the right side of the screen, listing various options: Search, Sold Customers, Recent Opportunities, Recently Contacted, Not Recently Contacted, Lease Prospects, Advanced Search, Target, Potential Duplicate Customers, Customer Change History, Customer Data Transfer, and Opportunity List. A blue arrow points from the "Target" option in the dropdown menu to the right.

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
<input checked="" type="checkbox"/> 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
Deal No: 106393	Term Remaining: 6	Estimated Payoff: \$3,140
Finance Type:	Mo. Payment: \$459	Estimated Value: \$58,420
	APR: 3.14%	Estimated Mileage: 65,971
	Selling Price: \$82,745	

Service Details	Customer Details
Last RO Date: 4/8/2021	Last Contacted: 8/25/2025
Total Cust. RO Pay:	H: 7634132504
RO Mileage: 221	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)

Edit Target View ✕

- View Configuration
- Offer Details
- Columns
- Filters

Select which fields you would like to filter on.

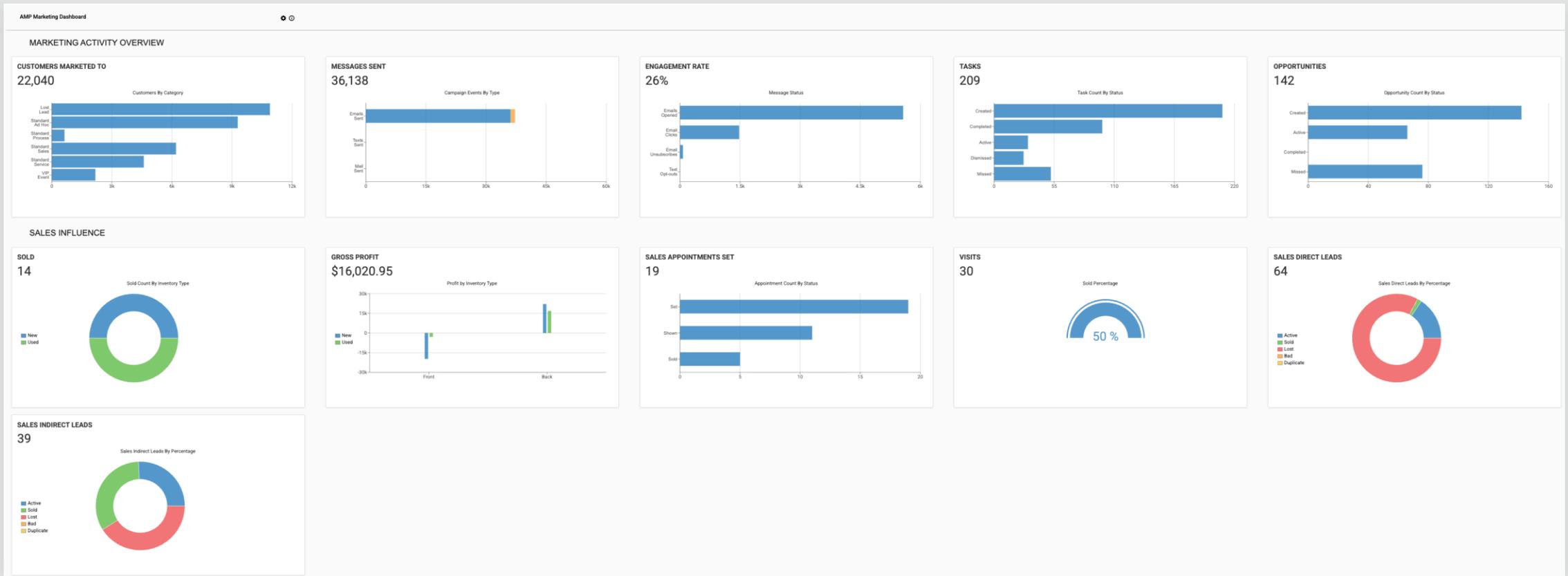
Customer	▼
Website	▼
Vehicle Deal	▼
Vehicle Service	▼

Field	Filter
Est. Equity	Greater than ▼ \$0 ▲
Term Remaining	Greater than or eq... ▼ 1 ▲
Contract Date	More Than X Month... ▼ 30 ▲
Payment Method	Contains ▼ financ
Owns Vehicle	Is not equal to ▼ No

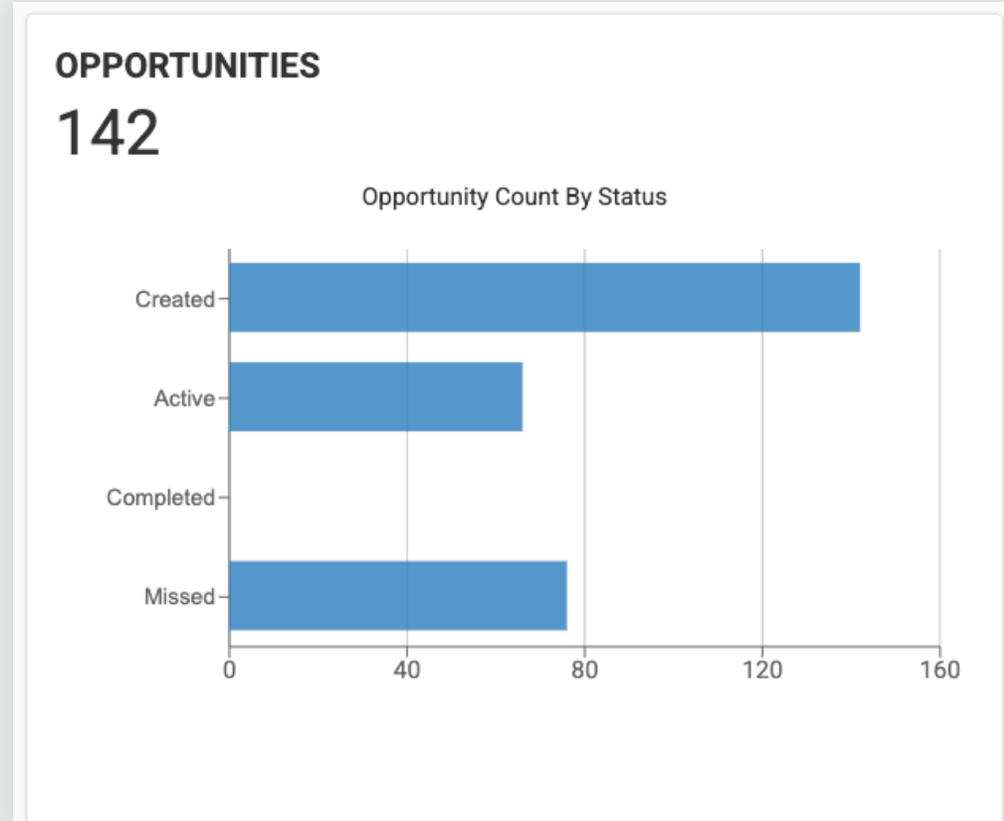
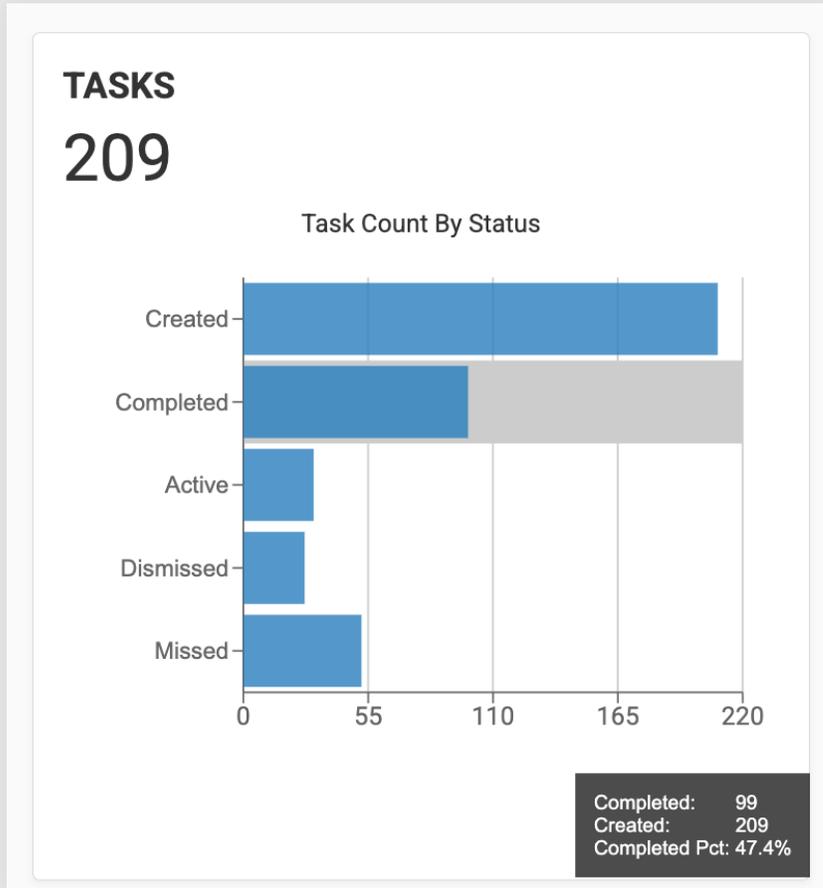
- Sorting
- Grouping

Cancel Save As View

AMP Dashboard Overview



Tasks & Opportunities View

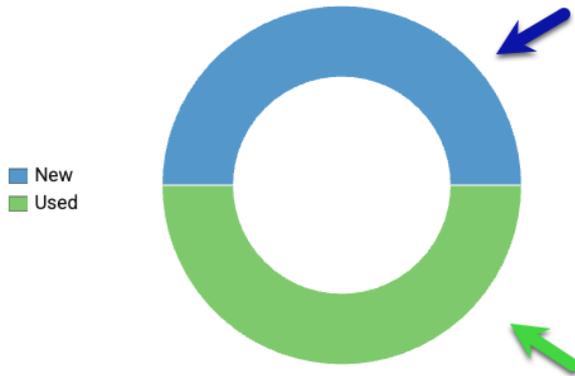


Sales Results View

SALES INFLUENCE

SOLD
14

Sold Count By Inventory Type



Customer	Sales Rep	Sold Date	Front Gross	CRM Last Contact Before AMP	Initial AMP Contact In Timeframe	CRM Last Contact Before AMP	Initial AMP Contact In Timeframe	Lead Status	Lead Type	Lead Source	Inventory Type	Vehicle Year	Vehicle Make	Vehicle Model	Campaign	Campaign Category
		9/3/2025		1/19/2022	9/3/2025	1/19/2022	9/3/2025	Delivered	Walkin							
		10/4/2025		5/19/2023	9/24/2025	5/19/2023	9/24/2025	Delivered	Walkin							
		9/11/2025		7/5/2024	9/3/2025	7/5/2024	9/3/2025	Delivered	Phone							
		10/4/2025		8/30/2024	9/10/2025	8/30/2024	9/10/2025	Delivered	Internet							
		9/18/2025		9/23/2024	9/8/2025	9/23/2024	9/8/2025	Delivered	Walkin							
		9/13/2025		12/31/2024	8/26/2025	12/31/2024	8/26/2025	Delivered	Phone							
		9/25/2025		9/16/2025	9/23/2025	9/16/2025	9/23/2025	Delivered	Phone							
						9/16/2025	9/23/2025	Pending Finance	Phone							

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

HOW TO CALCULATE AMP ROI IN 3 SIMPLE STEPS

STEP 1

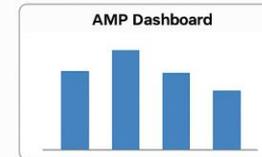
Know Your AMP Cost



AMP Monthly Fee = \$2,000
That's your total spend.

STEP 2

Pick What You're Measuring



STEP 3

Plug It Into a simple Formula

$$\text{AMP Cost} \div \text{Result} = \text{Cost per [Metric]}$$

AMP's ROI is easy to prove — just divide your monthly cost by your real results.

MAM

Owens the audience
and messaging

PM

Owens accountability
and task performance

**Dealer
Managers**

Own follow-up
and closing

**AMP succeeds when
we align**

Questions?

