

Personalized Experiences of Today

Jessica Stafford



COX AUTOMOTIVE™

[View Photos of Jessica](#) (1,132)[View Videos of Jessica](#) (19)[Send Jessica a message](#)[Poke Jessica](#)

no i will not change my profile picture

Information

Networks:
Facebook

Birthday:

Current City:

Hometown:

Mutual Friends

Jessica Winter is catching up. on Sunday

[Wall](#)[Info](#)[Photos](#)[Boxes](#)[Write](#)[Share Link](#)[Post Photo](#)[Record Video](#)[Give Gift](#)[Post](#)[All Posts](#)[Posts by Jessica](#)[Posts by Others](#)[Wall-to-Wall](#)

Yesterday



Jessica scheduled a gift for [Monica Walsh's birthday](#). 9:59am



“ Happy New Year Bday Monica!! ”

[Add Comment](#) - [Like](#) - This gift is not yet visible to Monica.

Jan 4



Jessica gave [Rebecca Sawyer](#) a public gift. 6:37pm - [Comment](#) - [Like](#)



Jessica commented on [Erin Janzer's photo](#). 6:18pm



“ :) ”



Jessica Winter is catching up. 5:50pm - [Comment](#) - [Like](#)

Advertise

David's Bridal

Shipping address

International Shipping

Title	First Name (Required)	MI	Last Name (Required)
Select a Title ▼	<input type="text"/>	<input type="text"/>	<input type="text"/>
Company Name			
<input type="text"/>			
Address Line 1 (Required)		Address Line 2	
<input type="text"/>		<input type="text"/>	
City (Required)	State (Required)	Zip Code (Required)	
<input type="text"/>	Choose a state ▼	<input type="text"/>	

☒ ⓘ Make This My Billing Address

Contact Information


Please enter an email address and phone number where we can reach you about your order.

Email Address (Required)	Phone Number (Required)
<input type="text"/>	<input type="text"/>

CONTINUE CHECKOUT

Order Summary (1 Item)

Subtotal



See Kai Run

Kid's Peyton Leather High-Top Sneakers

0400098865316

Size: 10 (Child)

Color: BLACK

Quantity: 1

🔄 Eligible

[✎ Edit](#)

[🎁 Make This a Gift](#)

[✕ Remove](#)

\$50.00

Shipping Method: Standard (Est. Delivery N/A)

- If you order this item now, you will not be charged until it ships to you. If you wish to change your order once it is placed, please refer to the instructions on your confirmation e-mail.

Item Total:	\$50.00
Gift Wrap:	\$0.00
Shipping & Handling:	\$7.50
Promotional Savings:	\$0.00
Total Before Tax:	\$57.50
Tax:	\$0.00

Order Total: \$57.50



Personalized Experiences of Today

Personalization

80%

are more likely to do business with a company if it offers a personalized experience

SOURCE: *Epsilon Research* "The power of me: The impact of personalization on marketing performance."

49%

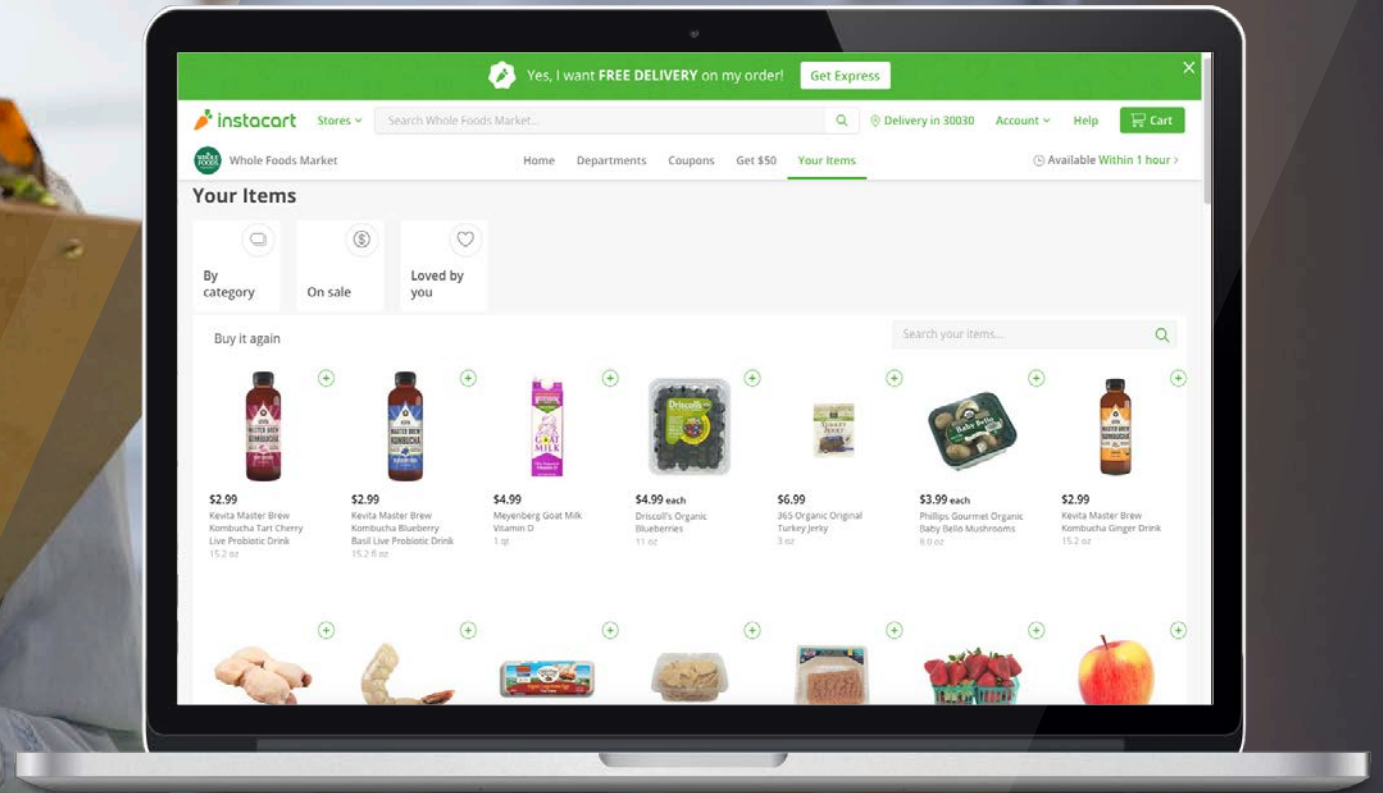
of consumers said they've purchased a product after receiving a personalized recommendation

SOURCE: 2017 State of Personalization Report

22%

are satisfied with the level of personalization they receive

SOURCE: 2017 State of Personalization Report



Stated Preferences

Behavioral Actions

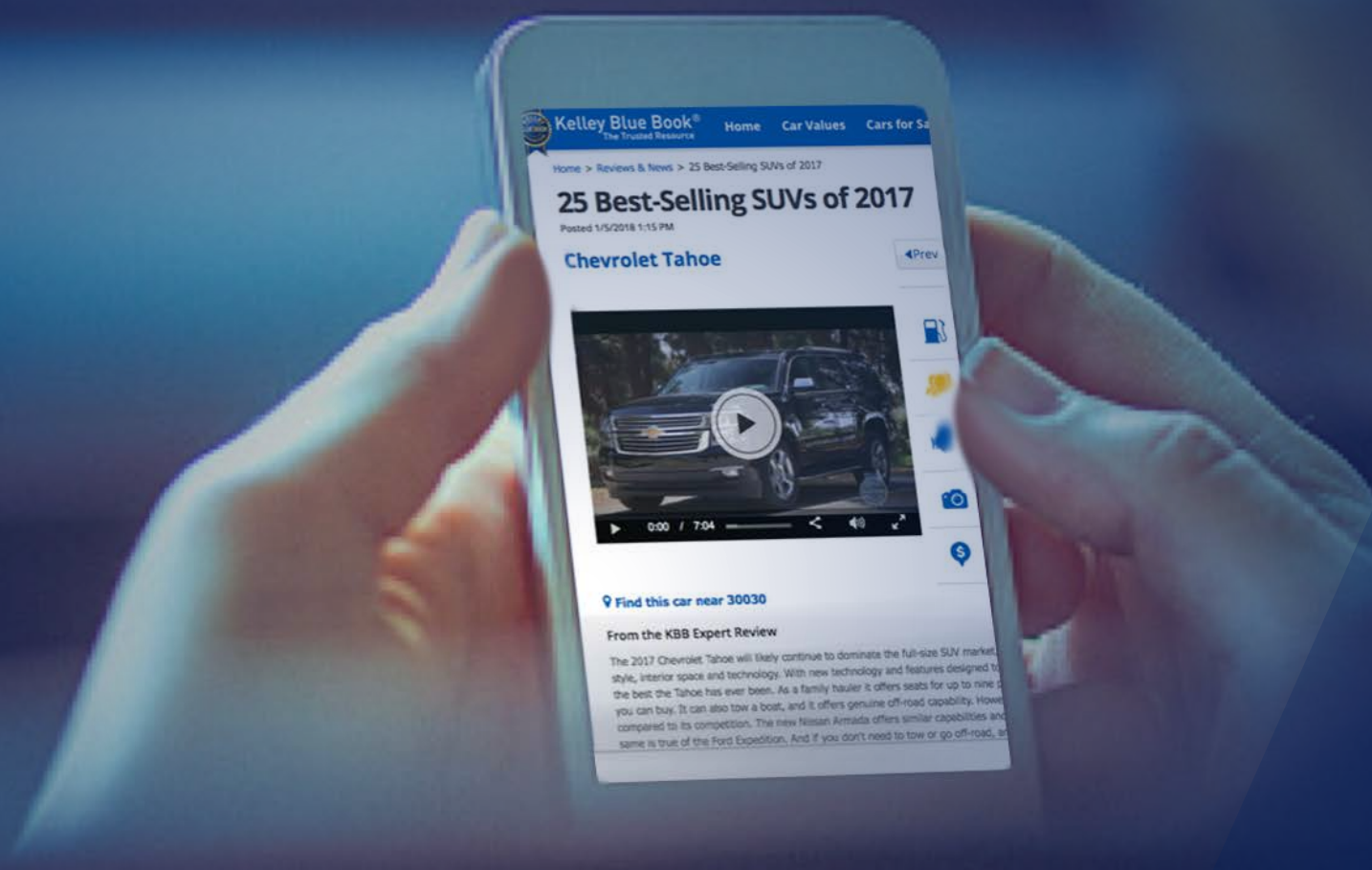
Predictive Experiences



THIS IS **US**



Personalization #1



Personalization #2

Personalization #3

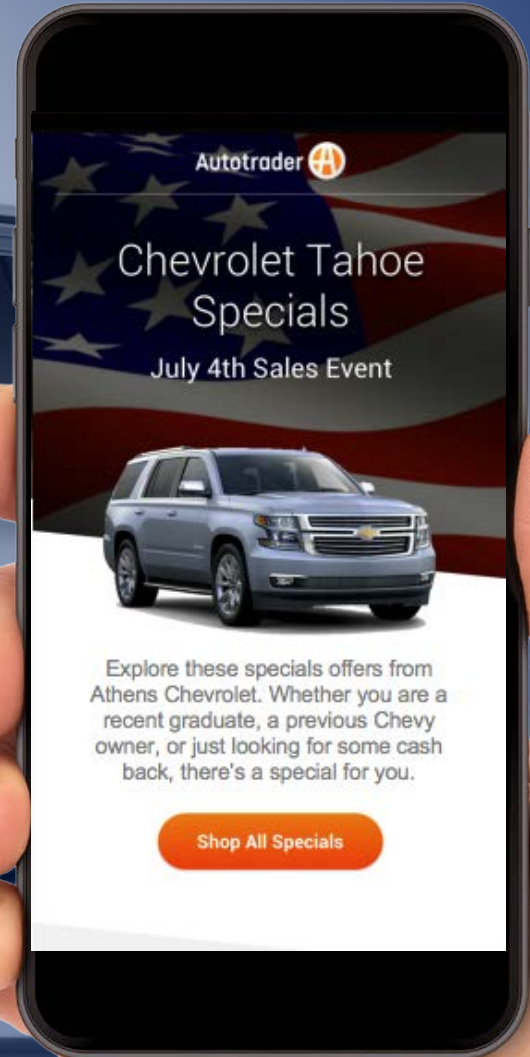


Google Autotrader



Kelley Blue Book

Athens
Chevrolet



Autotrader 

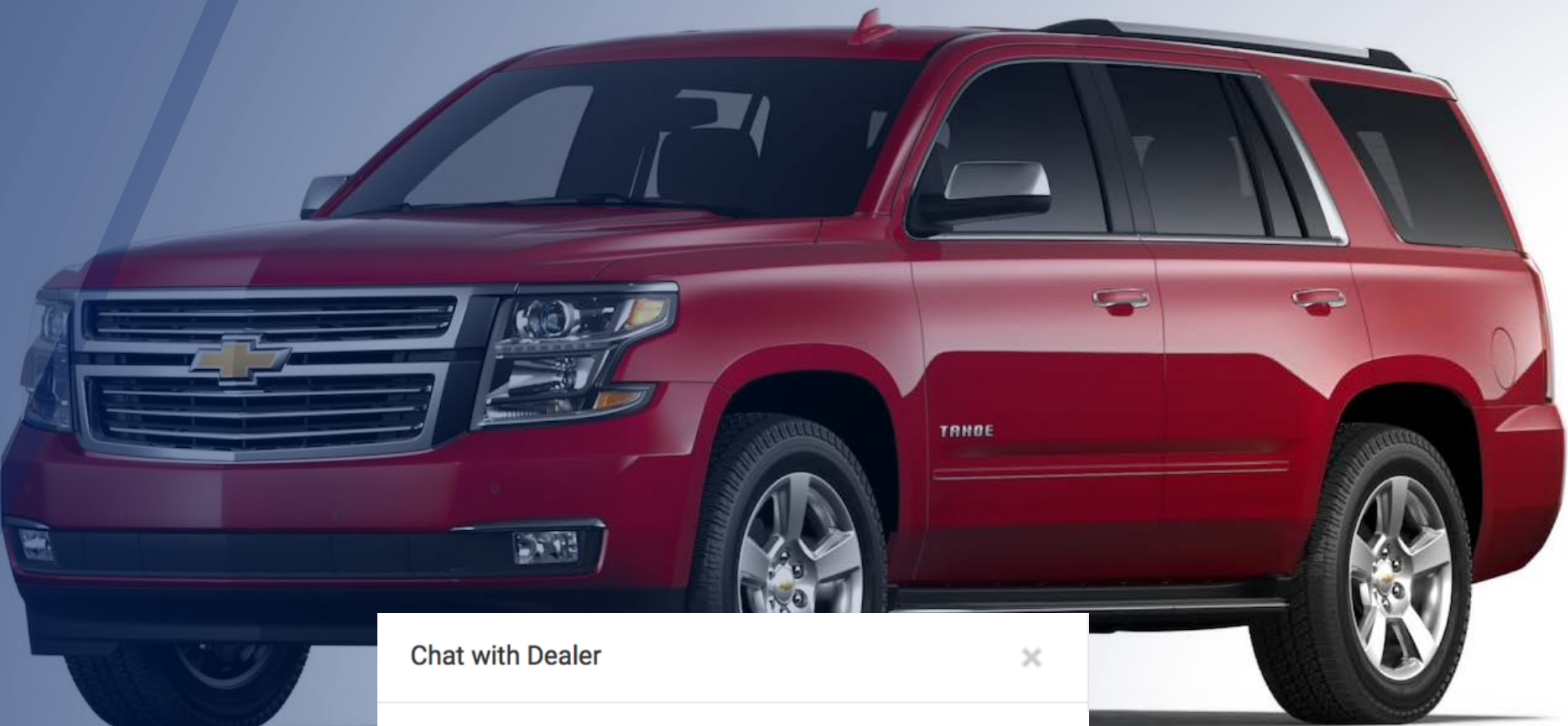


Kelley Blue Book





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Chat with Dealer



Gwen Wilson of Athens Chevrolet of Atlanta is available to answer your questions now!

Let's Chat



For Leather



A low-angle shot of a modern building with a blue glass facade. The Chevrolet logo, a silver bowtie, is mounted on the left. To its right, the word "CHEVROLET" is displayed in large, white, three-dimensional block letters. The letters cast shadows on the blue panels. Below the letters is a horizontal silver bar. The building's structure is composed of large blue glass panels with dark frames.

 CHEVROLET

What are we waiting for?

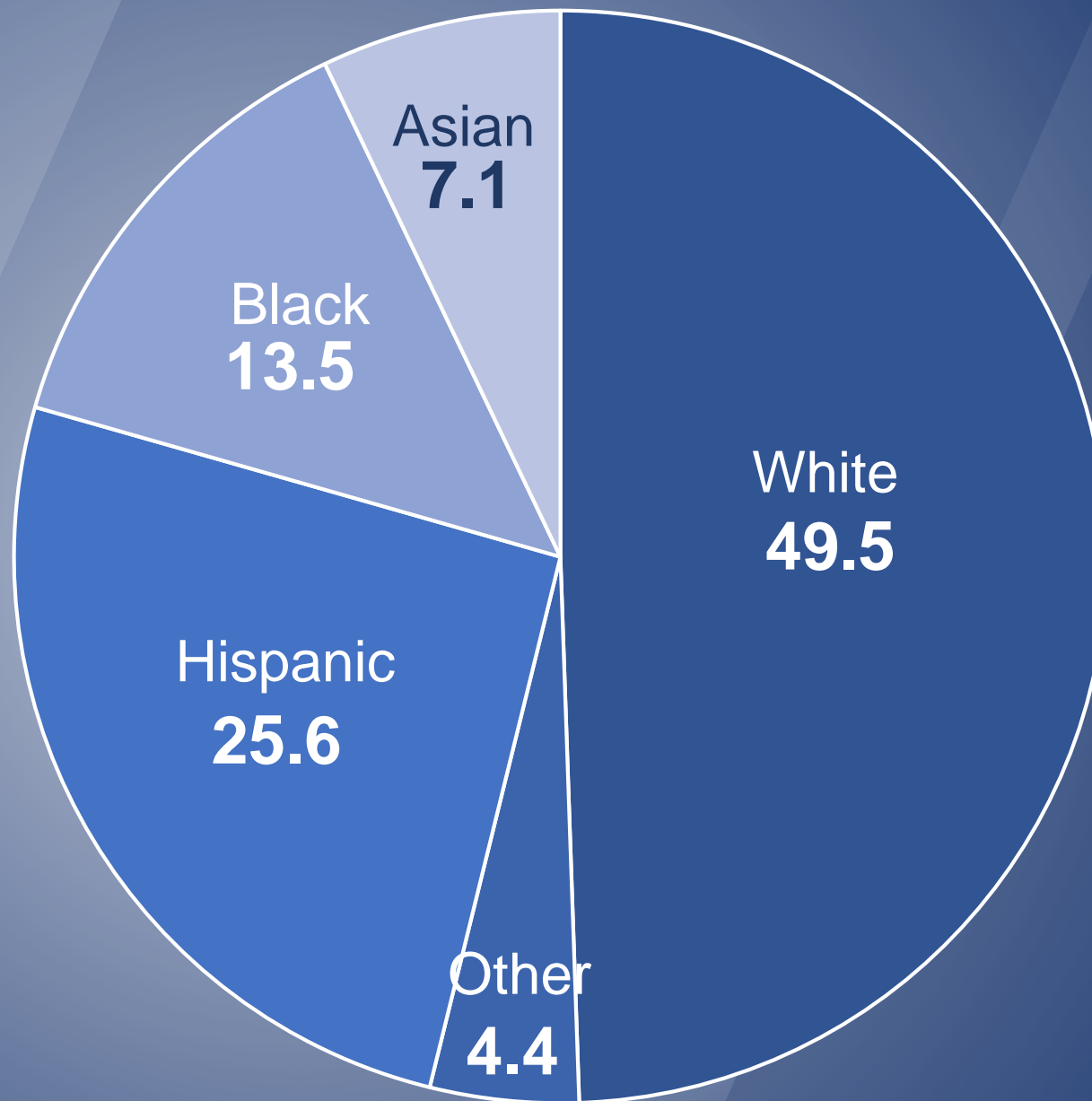
What are we waiting for?

<1%

are happy with the car
buying experience today

Shoppers EXPECT this NOW!

2028 Adult 18-34 Population by Ethnicity



87%

appreciate businesses
that **communicate**
with them in **Spanish**

SOURCE: Kantar Futures, 2017 – Base: A18+

88%

say companies that make sincere
efforts to be part of, or invest in, their
community deserve their **loyalty**

SOURCE: Kantar Futures, 2017 – Base: A18+

+37%

Hispanic new vehicle projected
spending growth 2016 – 2021
vs. +22% non-Hispanic

SOURCE: IHS Global Insights 2016 (Consumer Spending Forecast 2016-2021) *Technology =
Personal Computers & Peripheral Equip, Computer Software, TVs & Video Equipment

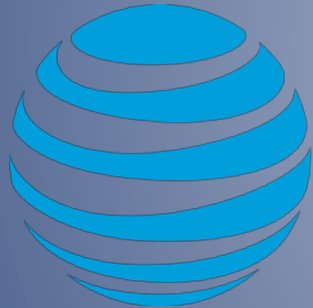
20%

more brand engagement with targeted
Spanish language ads vs. non-targeted

SOURCE: Milward Brown Global Market Research, 2014

COX AUTOMOTIVE*

NORDSTROM



AT&T



Personalization

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