

BUST DATA MYTHS ABOUT ONLINE SHOPPING BEHAVIOR



LEARNING OBJECTIVES

Upon completion of this workshop, you will be able to:

- Identify the top five steps to an effective data and personalization marketing strategy for your dealership
- Create a list of questions to ask your marketing partners to ensure alignment of your dealership's marketing goals
- Classify what is myth and fact as it relates to data quality and security
- Define behaviors and triggers that show that shoppers are getting ready to turn into buyers

CONSUMERS WANT MORE PERSONALIZATION

85% are more likely to do business with a company if it offers a personalized experience¹

75% of consumers said they've purchased a product after receiving a personalized recommendation²

80% are satisfied with the level of personalization they receive²

¹ 2018 Epsilon Research "The power of me: The impact of personalization on marketing performance"; ² 2017 BI State of Personalization Report

VARIABLES BUILD TO CREATE PERSONALIZED EXPERIENCES

STATED
PREFERENCES

BEHAVIORAL
ACTIONS

PREDICTIVE
EXPERIENCES

WHAT ARE WE WAITING FOR

_____ % are happy with the car
buying experience today

LEVERAGING DATA TO DRIVE PERSONALIZED EXPERIENCES FOR CAR BUYERS TODAY

USE AS MUCH DATA AS YOU CAN TO PERSONALIZE RIGHT AWAY

01

FOLLOW A CONSUMER'S BEHAVIOR TO ADD TO THE DATA-ENABLED EXPERIENCE ALONG THE WAY

02

FOLLOW CONSUMERS WITH PERSONALIZED ADVERTISING

03

KEEP IN FRONT OF SHOPPERS IN CONTEXTUAL PLACES AND LIFESTYLE SPACES

04

UTILIZE DATA TO CREATE THE ULTIMATE PERSONALIZED EXPERIENCE WITH TRULY PERSONAL DEALS

05

BUYING CUES THAT SHOW SHOPPERS ARE READY TO BUY NOW

WEBSITE ENCRYPTION + DATA SECURITY

Q&A
