



Connecting Buyers to Cars: The Power of Targeted Messaging



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Agenda



- Personalization in Automotive Marketing
- The Power of Targeted Marketing
- Dynamic Content in Automotive Campaigns
- The Role of Data in Personalization
- Personalization and Dynamic Content in Action

Goals

**Importance of
Personalization**

**Leverage Data for Targeted
Marketing**

**Recognize ROI of
Personalization in Automotive**

**Measure Real-Time Engagement
with Dynamic Content**



The background features a soft-focus landscape of mountains in shades of blue, purple, and pink. In the bottom-left corner, there is a small cluster of green plants with yellow flowers. On the right side, a semi-transparent smartphone is shown with a grey cursor arrow pointing towards the center of the screen.

The Shift Towards Personalization in Automotive Marketing

What is Personalized Marketing?

Personalized marketing is the approach of tailoring marketing messages and experiences to individual customers based on their unique data, preferences, and behaviors. It ensures that each interaction is relevant and meaningful, enhancing engagement, loyalty, and overall customer satisfaction.



Why Personalization Matters

- **Increasing Customer Expectations:** 71% of customers expect personalized interactions.
- **Data-Driven Insights:** Leverage data on customer preferences, behavior, and purchases.
- **Brand Loyalty Boost:** Personalized experiences lead to better customer retention and loyalty.

Impact of Personalization

- **72%** of consumers engage only with personalized marketing messages ([SmarterHQ](#))
- **56%** of car buyers prefer personalized buying experiences ([Deloitte](#))
- **35%** of total automotive sales are driven by personalized product recommendations ([McKinsey](#))
- Automotive companies utilizing personalized experiences see an ROI improvement of **15-20%** ([Bain](#))

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The Power of Targeted Marketing: Reaching the Right Audience



What is Targeted Marketing?

Targeted marketing is the strategic practice of delivering personalized messages to specific audience segments based on their unique demographics, behaviors, and preferences, ensuring that the right people receive the most relevant content at the optimal time to drive higher engagement and conversions.



Impact of Targeted Marketing

- **Improved Customer Engagement:** Segment audiences to engage each customer with content tailored to them.
- **Higher Conversion Rates:** Targeted ads and personalized messages resonate more, leading to higher click-through rates.
- **Cost Efficiency:** Minimize wasted spend by focusing your marketing resources on the most relevant potential buyers.

How to Segment Your Audience

- **Demographics:** age, gender, income level
- **Geographics:** location-based targeting, important for local dealerships
- **Behavioral Segmentation:** previous purchase history, search behavior
- **Psychographics:** lifestyle, values, and preferences

Impact of Targeted Marketing

- **80%** of consumers are more likely to make a purchase when brands offer personalized experiences ([Epsilon](#))
- Segmented campaigns can result in a **760%** increase in revenue ([Campaign Monitor](#))
- Personalized emails deliver **6x** higher transaction rates ([Experian](#))
- **82%** of marketers see a positive impact on ROI from personalization ([Monetate](#))

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Delivering Relevant Experiences in Real-Time



What is Dynamic Content?

Dynamic content adapts in real-time to customer interactions, ensuring that each customer receives personalized and relevant messages at every touchpoint—whether in emails, on websites, through ads, or mobile apps.



Why Dynamic Content Matters

- **Higher Engagement:** Personalized content keeps customers interested, improving engagement rates across all channels.
- **Increased Lead Conversion:** Dynamic content helps guide customers toward a purchase by offering personalized solutions.
- **Improved Customer Loyalty:** Continuously delivering relevant, tailored content builds trust and encourages customers to return for future purchases or services.

Where Dynamic Content Shines

- **Email:** Personalized offers based on the customer's past browsing or purchase behavior.
- **Website:** Custom product recommendations on homepage or vehicle configurator tools that adjust to preferences.
- **Ads:** Retargeting ads that showcase previously viewed vehicles or accessories across platforms.
- **Mobile apps:** Push notifications tailored to customer preferences or current promotions, and in-app offers that align with recent browsing history.

Impact of Dynamic Content

- Dynamic content increases engagement rates by up to **300%** compared to static content ([SmarterHQ](#))
- Dynamic content can boost conversion rates by up to **202%** ([KORTX](#))
- Automotive businesses using dynamic content see a **30%** increase in leads ([Optmyzr Google Ads Optimization](#))
- Over **50%** of consumers are likely to engage with dynamically personalized offers ([Dynamic Yield](#))

Leveraging Data to Drive Personalized Experiences



What is Data Personalization?

In the automotive industry, data is at the heart of creating personalized experiences. By harnessing customer data from various sources, companies can deliver targeted messaging that resonates with individual preferences and behavior.



Key Data Sources for Automotive

- **CRM Systems:** Track customer details, preferences and interaction history.
- **Website Analytics:** Analyze visitor behavior to adjust content accordingly.
- **Purchase History:** Use data from past purchases to make recommendations.
- **Search Behavior:** Leverage insights from search data to offer relevant vehicles.

AI and Machine Learning

- **Predictive Analytics:** AI helps predict what customers are likely to purchase next based on previous interactions and behaviors.
- **Dynamic Recommendations:** Machine learning algorithms adapt in real time to present relevant car models, financing options, or service offers based on customer preferences.
- **Customer Journey Optimization:** AI analyzes past and current data to recommend the next best action, whether it's booking a test drive or suggesting add-ons during vehicle configuration.

Using Data to Build Customer Profiles

- **Data Consolidation:** Merge data from multiple touchpoints (website, dealership visits, online interactions) to create a unified customer profile.
- **Segmentation:** Segment customers based on their preferences to deliver relevant messages.
- **Targeted Communications:** Use customer profiles to personalize communications across email campaigns, targeted ads, and in-app offers, ensuring each customer receives content tailored to their needs.



A Personalized Automotive Campaign

Fueling Success with Tailored Automotive Marketing

This case study showcases how a major automotive brand used personalized marketing strategies to enhance customer engagement and drive sales. By integrating CRM, marketing automation, and dynamic content, the campaign is delivering highly targeted communications that resonate with specific customer segments.



Key Tools and Platforms

- **Salesforce CRM:** Centralized customer data allowed the brand to segment customers based on their level of interest, dividing their potential customers into three sub groups – Fans, Prospects, and Leads.
- **Salesforce Marketing Cloud Engagement:** Automated emails were triggered within Journeys based on customer interactions and performance to emails sent over a one-month period to encourage car sales.
- **Dynamic Content:** Personalized email and website content adapted in real time based on the customer's browsing history and preferences, showcasing relevant car models and promotions.

How Dynamic Content Was Used



Lucid Air Grand Touring

Lease at \$1,135/mo. ¹

Buy at \$126,775 ²

after \$5,000 Air Credit & \$7,500 Pro Credit

ORDER THIS CAR

MAX POWER

819 hp

0-60 MPH

3.0 secs

EPA-EST. RANGE

446 mi

MODEL YEAR

2025

Lucid Air Pure

Lease at \$716/mo. ³

Buy at \$76,025 ⁴

after \$2,500 Air Credit & \$7,500 Pro Credit

ORDER THIS CAR

MAX POWER

430 hp

0-60 MPH

4.5 secs

EPA-EST. RANGE

420 mi

MODEL YEAR

2025

Available Cars

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Buy at %%=FormatCurrency(@buy_1, @locale, 0)=%% ²

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 @proCredit_1_Check == false THEN ELSE%% %%=v(@ampersand_1)=%%
 %%=FormatCurrency(@proCredit_1, @locale, 0)=%% Pro Credit %%[ENDIF]%%

ORDER THIS CAR

MAX POWER

%%=v(@maxpower_1)=%%

0-60 MPH

%%=v(@zero60_1)=%%

EPA-EST. RANGE

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MODEL YEAR

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%%=v(@Trim_2)=%%

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Buy at %%=FormatCurrency(@buy_2, @locale, 0)=%% ⁴

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 @proCredit_2_Check == false THEN ELSE%% %%=v(@ampersand_2)=%%
 %%=FormatCurrency(@proCredit_2, @locale, 0)=%% Pro Credit %%[ENDIF]%%

ORDER THIS CAR

MAX POWER

%%=v(@maxpower_2)=%%

0-60 MPH

%%=v(@zero60_2)=%%

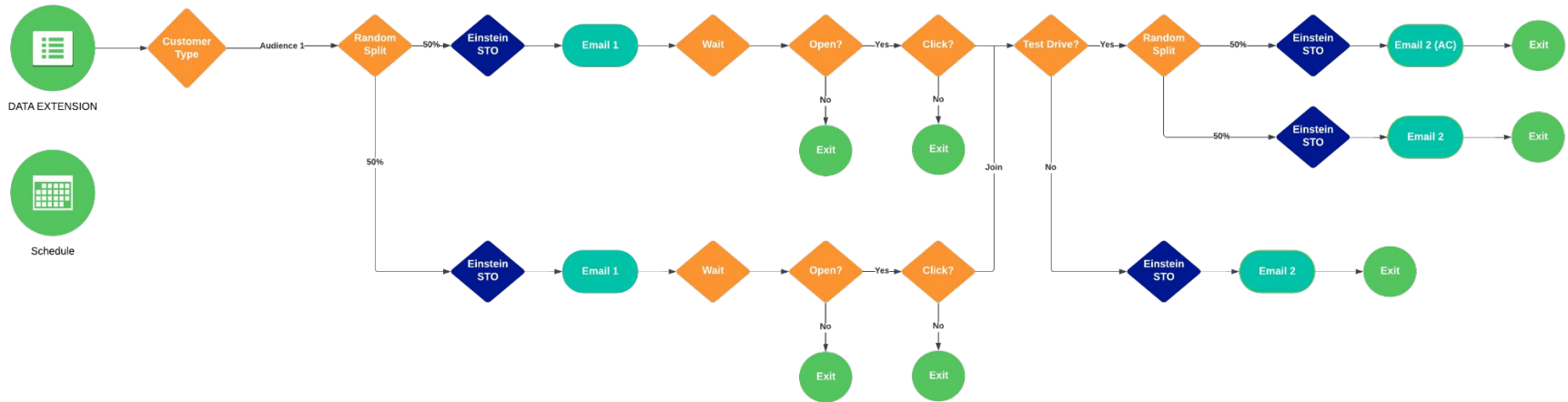
EPA-EST. RANGE

%%=v(@range_2)=%%

MODEL YEAR

%%=v(@modelYear_2)=%%

Monthly Sales Journey



Available Cars Offer Journey

The Impact of Personalization in Automotive

- **Increased Email Open Rates:** Dynamic subject lines show a 10% increase between the initial email send and the resend.
- **Boost in Click-Through Rates:** Click-through rate had a 25% increase between the previous month's send and the resend.
- **Higher Sales:** Saw an increase of 15% in car sales month-over-month.
- **Decreased Website Bounces:** Viewed a 30% decrease in bounces on the website link triggered by the CTA.

Why Personalization in Automotive Matters

Personalization builds a strong emotional connection between customers and brands by delivering tailored experiences. Customers are more likely to stay loyal to a brand that understands their needs and preferences, resulting in:

- Improved customer satisfaction and brand loyalty
- Increased lead generation and conversion rates
- Better ROI on marketing spend
- Enhanced customer journey from research to purchase

Thank You!

