



## Outsell helps Fenton Family Dealerships drive more sales & service

### AI-driven platform enables better targeting and the ability to identify in-market shoppers

#### OBJECTIVES:

- Improve the quality and relevance of email communications to form stronger relationships with consumers
- Identify in-market shoppers to earn their business before competitors do
- Strike a good balance between national OEM and localized email communication content

#### CHALLENGE:

For years, Fenton Family Dealerships sent out a generic email newsletter to customers and prospects in the community. All articles were written by Fenton staff – there was no OEM content. The newsletters were more about community than about auto sales and service, and required a lot of work, because so much content had to be created each month.

In 2015, George Thompson, Director of Operations for Fenton, decided he wanted to make their communications more targeted and relevant, but wasn't sure how to start.

#### SOLUTION:

An Outsell rep reached out to Fenton at just the right time.

*“We wanted a way to get in front of customers with the right message, at the right time, and we knew our generic newsletter was never going to do that. When I learned of Outsell, I thought, ‘That’s just what we need.’”*

Outsell could auto-populate OEM content that was individualized for each consumer and could also accommodate a few localized pieces to keep that community vibe Fenton wanted for their communications.

On top of that, the Outsell platform sends content based on individual consumer behavior much like Amazon and Netflix – engaging customers and prospects the way they expect today. It was far less work for the Fenton marketing group and more effective.

## BENEFITS:

- **Better deliverability and open rates.**

Outsell's marketing automation platform is optimized for deliverability, and its experienced staff are adept at creating content and subject lines that garner high open rates and click rates – 36 percent and 21 percent respectively over a recent six-month period for Fenton. The aesthetic quality of the email communications is also much higher than it was previously, helping to convey the professionalism of Fenton Family Dealerships. For the last six months, Outsell has ranked as one of the top two drivers for non-search (paid and organic) website traffic for each store.

- **Ability to identify in-market shoppers.**

Outsell's buyer detection software enables Fenton to identify consumers who are in market, giving Fenton an edge in winning their business. "Our most seasoned BDC reps love the Outsell reports," says Thompson. "They know those are high-quality leads, and the reports help them get more appointments and ultimately more sales." Outsell identifies an average of 129 in-market consumers for the group per month – a run-rate of nearly 1,600 high-quality leads per year.



"Outsell more than pays for itself each month. Because it's all digital and trackable, we can see that Outsell influences a heavy proportion of our sales and service bookings."

*George Thompson  
Director of Operations, Fenton Family Dealerships*

- **Positive ROI.**

Outsell is also helping Fenton sell vehicles and repair orders to unsold leads who would have otherwise not have been touched – more than a dozen combined sales and ROs in recent months.

The Fenton team upgraded to the new Outsell 5.0 platform recently, and according to Thompson, they appreciate the new dashboard, which makes it easier for reps to see current opportunities.

## RESULTS:

- Outsell is one of Fenton's top sales impact tools, more than paying for itself each month
- Dealerships have also seen a boost in service bookings
- BDC reps actively seek out Outsell reports because they know they are high-quality leads

### About Outsell

Outsell offers the first AI-driven marketing automation platform that empowers automotive dealerships and OEMs to create lasting customer relationships driving incremental sales and profits. Our proprietary technology harnesses massive amounts of data creating accurate and powerful consumer profiles that engage your customers and prospects exactly where they are in their individual lifecycles. That's why Outsell is the trusted platform for over 1500 dealers representing all major automotive brands. To learn more visit [www.Outsell.com](http://www.Outsell.com) or follow us at [@Outsell](https://twitter.com/Outsell).