

CONSUMER LIFECYCLE MARKETING

YOUR BEST DEFENSE IN A DOWNTURN



Outsell conducted a comprehensive, multi-year study with RXA & Experian examining the effect that AI-driven consumer lifecycle marketing has on customer loyalty, repeat business, service visits, and incremental lifetime value. The study encompassed 5.6M consumer relationships across 960 dealers, and 18.7 million vehicle transactions, including 2.5 million sales and 16.2 million service visits.

Those treated showed:

SERVICE VISITS

Engaged consumers along the lifecycle had more service visits, and the earlier they were engaged, the higher their repurchase rate.

31%

increase in service visits

23%

increase in repeat sales

REPURCHASE RATE

Consumers engaged by AI-driven lifecycle marketing are more likely to repurchase regardless of their current lifecycle stage.

LOYALTY RATE

Of all consumers who repurchased during this study, those engaged throughout their lifecycle bought from the same dealer at a higher rate.

49%

increase in dealer loyalty rate

16%

higher repurchase rate from most valuable customers

LOYAL CUSTOMERS

Consumers who serviced regularly and engaged through the lifecycle were even more likely to repurchase from the same dealer.

CUSTOMER VALUE

After 3+ years, each consumer in your owner base becomes more valuable, translating to greater than \$1MM in gross profit annually.

\$427

increase in customer value



CONTACT US TO LEARN MORE

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