

THE IMPORTANCE OF LIFECYCLE ENGAGEMENT THROUGH CROSS-CHANNEL MARKETING

Outsell Equity proves the benefits of complete customer lifecycle management.

THE PROBLEM

Outsell didn't set out to clone a typical equity mining tool like what dealers might already utilize. We know budgets and resources are tight, so we focused on automation and other on-demand Equity capabilities that allow you to consolidate vendors and save time and money, all while avoiding the pitfalls of uncoordinated, multi-vendor sends across sales, service, and equity marketing.

THE SOLUTION

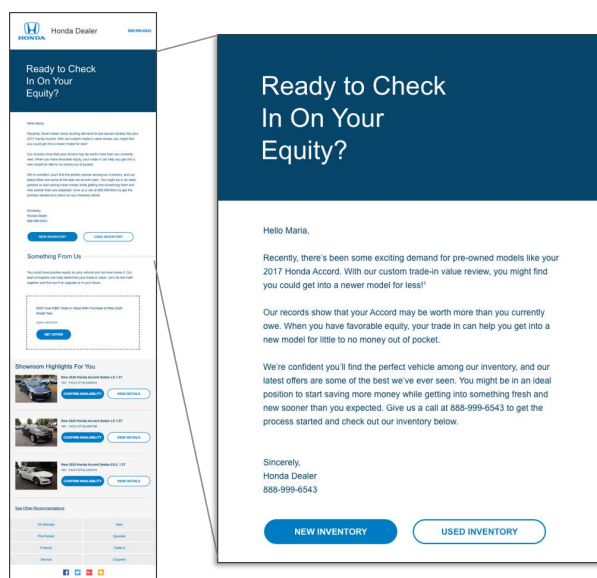
Equity status and Similar Payment triggers are a natural enhancement to Outsell's Virtual Customer Engagement platform, further creating individualized consumer experiences through AI-driven marketing automation.

Outsell Equity allows dealer to:

- **Consolidate vendors**
- **Save time and money**, and
- **Get the trade-in conversation going** to accelerate your customer's next purchase.

Not a "one and done" standalone equity tool

Outsell Equity identifies who within your database has reached positive equity status and, using artificial intelligence and marketing automation, creates individualized consumer experiences by automatically picking the best channel to engage them.



“ ”

“Outsell turned what used to be a huge slog of gathering incentives, making creative, and deploying haphazard and dull equity emails to our customers into something elegant and intuitive. There’s no need for a data scientist or a graphic designer anymore. Outsell turned similar payment upgrades into a piece of cake!”

– Chris Basha, Marketing & Technology Director, Carriage Auto Group

RESULTS

Outsell Equity identifies opportunities for customers to change to a better vehicle or lower their payments, providing the information before they even know to ask, which builds trust, engagement, and ultimately, loyalty.



Honda Dealer

888-999-6543
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Ready to Check
In On Your
Equity?

Hello testFirstName,

Recently, there's been some exciting demand for pre-owned models like your 2017 Honda Accord. With our custom trade-in review, you might find you could get into a newer model at or near your current payment!¹

Our records show that your Accord may be worth more than you currently owe. When you have positive equity, your trade in can help you get into a new model for little to no money out of pocket.

We're confident you'll find the perfect vehicle among our inventory, and our latest offers are some of the best we've ever seen. You might be in an ideal position to start saving more money while getting into something fresh and new sooner than you expected. Give us a call at (888) 999-6543 to get the process started and check out our inventory below.

Sincerely,

Honda Dealer
 (888) 999-6543

NEW INVENTORY

USED INVENTORY

Something From Us

Experience the latest additions at Honda Dealer! With a diverse lineup to match any lifestyle, we've got something for everyone. Visit us today and see what we have to offer. We're confident that we can help you find the vehicle of your dreams.

CHECK OUT OUR SPECIALS

Showroom Highlights For You



New 2020 Honda Accord LX

[CONFIRM AVAILABILITY](#)

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New 2020 Honda Accord LX

[CONFIRM AVAILABILITY](#)

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New 2020 Honda Accord Sport

[CONFIRM AVAILABILITY](#)

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[See Other Recommendations](#)

All Vehicles

New

Pre-Owned

Specials

Finance

Trade-In

Service

Coupons



Results:

5.75

average Equity Direct Mail Linked Sales per month

32:1

average ROI for Equity Direct Mail spend

71%

of Linked Sales for Equity Direct Mail had not engaged with emails for the past 12 months

94

day average shorter repurchase lifecycle for consumers who engaged any Equity Campaign



Honda Dealer

Let's Look at Your Trade-In Value!

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www.dealer.com



Contact us at (612) 999-6543
 to talk about the next steps on a trade-in evaluation.



4547 Car Street, Minneapolis, MN 55413
<http://www.dealer.com>



Hello testFirstName,

We have some good news for you! Recently, there's been demand for pre-owned models like your 2017 Honda Accord. Our team can conduct a detailed examination of your trade-in value, which could help you get into a newer model at or near your current payment!¹

After looking at our records, we discovered that your Accord may be worth more than you currently owe. When you have positive equity, your trade in can help you get into a new model for little to no money out of pocket.

We're confident you'll find the perfect vehicle among our inventory, and our latest offers are some of the best we've ever seen. There's a chance you could be in an ideal position to start saving more money while getting into something fresh and new sooner than you expected.

¹ Equity Status and/or payment calculations can vary based on desired vehicle & options, trade-in evaluation, credit approval, and current incentives. See dealer for details.

Visit us Online:
<http://www.dealer.com>



Honda Dealer
 (812) 999-6543

