

2020 RXA & OUTSELL THOUGHT LEADERSHIP STUDY

WHAT WE SET OUT TO LEARN, ANALYZING:

1,180
Dealerships

7.4 MM
Consumers

18 Mon.
Timeframe

THE IMPACT OF LIFECYCLE MARKETING & DIGITAL RETAILING ON BOTH CUSTOMERS & PROSPECTS TOWARD:

- Engagement
- Influenced sales, and
- Total gross profit

Overall in early 2020,
sales were down 11%



But dealers using
Lifecycle Marketing
were only down 8% - a
difference of 30%

THE REAL IMPACT WAS AN INCREASE IN INFLUENCED SALES BY:

26%

from Outsell's
Lifecycle Marketing
for dealers who also
had one of Outsell's
Digital Retailing
partners

45%

from those same
customers when they
engaged with
communications.

76%

from Outsell
communications to
prospects when that
same dealer used one
of Outsell's Digital
Retailing partners



Lifecycle Marketing and Digital Retailing
have a clear impact on sales.

Utilizing both increases that impact,
especially for prospects.



Impact further increases when consumers
engage and when Digital Retailing options
are actively promoted.

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