

OUTSELL EQUITY PROVES THE BENEFITS OF COMPLETE CUSTOMER LIFECYCLE MARKETING

“Outsell turned what used to be a huge slog into something elegant and intuitive.”

– Chris Basha, Carriage Auto Group

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 dealers to consolidate vendors and save time and money, all while avoiding the pitfalls of uncoordinated, multi-vendor sends across sales, service, and equity marketing.

Solution

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.

Not a "one and done" tool

Equity Status & Similar Payment triggers are a natural enhancement to Outsell's AI-Driven Virtual Customer Engagement platform, further creating personalized experiences.

Results

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

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