



# Outsell

DELIVERS REAL RESULTS

23%

## DEALER REPURCHASE RATE LIFT

Of all the sales from your dealership, Outsell increases the percentage of sales that are from repeat customers by 23%.

31%

## SERVICE RETENTION RATE LIFT

Customers who purchased from a dealership return for service at a 31% higher rate than those not engaged by Outsell - no matter what their stage of vehicle ownership.

49%

## OEM LOYALTY RATE LIFT

Of all consumers who purchased a vehicle - from anywhere - over a three year period, Outsell increases the number of customers who return to the same dealer for their purchase by 49%.

35%

## NET NEW CUSTOMER LINKED SALES

Outsell drives incremental business by nurturing prospects, reactivating unsold leads, and selling to regular servicers who have never purchased from the dealership before.

30 : 1

## PROGRAM ROI

Program ROI is a return on program spend calculated by attributing dealer gross profit from sales and service transactions to consumers who have engaged with the program, reported nightly from the Dealer's DMS.

65%

## GROSS PROFIT INCREASE PER CUSTOMER OVER 3 YEARS

Outsell increases average gross profit per engaged consumer by \$427 - a 65% increase over consumers not engaged by the program.