



The Impact of Identifying and Engaging Top-Value Customers

Outsell conducted a study with RXA to discover the nature of top-value customers, their importance to dealers, and how to capitalize on them while keeping them loyal to stores and groups.

Drawing data from 26 OEM brands, 841 dealerships, and more than fourteen and a half million consumers, the results conclude that while **you cannot create top-value customers** from nothing, you can smartly focus resources on better keeping the ones who are worth the most.

26 OEM BRANDS

841 DEALERSHIPS

14.7 MM CONSUMERS

Top-value customers: those who engage more, spend more, and who ultimately carry the dealership through the worst of times - if they remain at the same store/group.

30%

OVER THE NEXT 3 YEARS, **30% OF YOUR CUSTOMERS** WILL ACCOUNT FOR 80% OF TOTAL GROSS PROFIT FROM EXISTING CUSTOMERS

20%

IN THE LUXURY SPACE, OVER THE NEXT 3 YEARS, **20% OF YOUR CUSTOMERS** WILL ACCOUNT FOR 80% OF TOTAL GROSS PROFIT FROM EXISTING CUSTOMERS

Luxury 3-year value is 180% higher than non-lux

35%

REGULAR SERVICERS HAVE A **35% HIGHER 3-YEAR VALUE**

6X

TOP-VALUE SERVICE CUSTOMERS ARE **6X MORE LIKELY TO REPURCHASE** THAN LOW-VALUE SERVICE CUSTOMERS

2X

CUSTOMERS WHO CONTINUALLY ENGAGE WITH CONTENT HAVE A **2X HIGHER 3-YEAR VALUE**

2X

NON-SERVICE CUSTOMERS WHO CONTINUALLY ENGAGE WITH CONTENT ALSO HAVE A **2X HIGHER 3-YEAR VALUE**

Keep your top-value customers - those who spend and engage most consistently and frequently - by communicating with them the right way and see the returns for years to come.



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