



# AUTOMOTIVE GROUP LEARNS STAFFING LEVELS ARE RESPONSIBLE FOR LOW CONVERSIONS

Blix Traffic reveals the exact leak in the sales process and enables real-time action for increased ROI

## Challenge: Understand whether campaign performance issues were marketing related, sales related or both

A global automotive company with an annual marketing budget of \$90 million lacked visibility into the effectiveness of their marketing spend and dealership sales teams. Like many companies, the client measured its marketing campaign performance using two key metrics: franchisee-reported walk-in counts, and final sales volumes. Not only did they suspect walk-in counts were inaccurate, but sales volumes provided little insight into the preceding sales process and opportunities lost. Without accurate and more granular metrics, the client was unable to understand whether campaign performance issues were marketing related, sales related, or both.

## Solution: Installing Blix Traffic sensors into their dealerships and using Blix Intelligence

After installing Blix Traffic sensors into their dealerships and using Blix Intelligence, the client was not only able to easily monitor the effects of their marketing spend, but they gained unprecedented insight in dealership activity such as foot-traffic (staff and customers), customer profiles, customer visit duration and sales conversion rates.

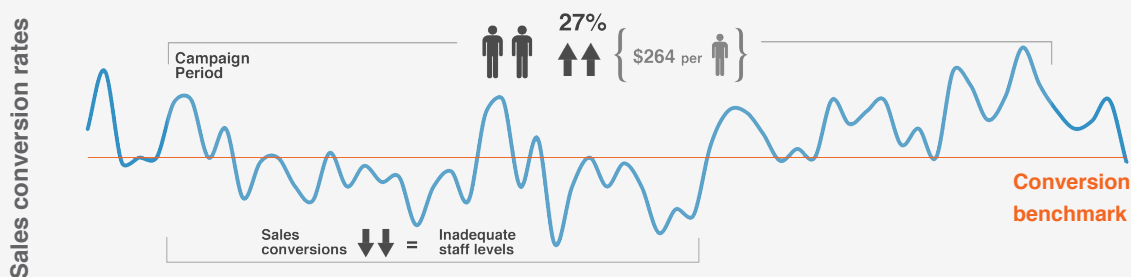
For example, the client gained the following insights for their new vehicle campaign:

### Measuring campaign performance

During the campaign period there was a 27% increase in people into the dealership, 97% of whom were new visitors, an average cost of \$264 per walk-in.

### Inadequate staffing threatened sales

Sales conversion rates dropped below benchmark in the initial stages of the campaign, as did the percentage of visits greater than 30 minutes. The client identified that staff levels were inadequate for coping with increased customer foot traffic.



## Outcome: Real-time action increased sales by 12%

With Blix-enabled visibility in dealerships, the client had direct insight into the opportunity cost of unaligned sales and marketing processes. They were able to spot and fix staffing issues in real-time, increasing the number of staff in later stages of campaign. The percentage of dealership visits greater than 30 minutes increased and the sales conversion rates resumed to benchmark.

This delivered a 12% increase in sales, reduced costs per sale from \$1071 to \$956. The client also incorporated average visit duration and other Blix metrics into dealership sales targets, improving dealership accountability and sales performance.