



Conference Report
Advalo X SEAT
unveiled at the
exhibition



SEAT FRANCE INVESTS IN AI AND DATA WITH ADVALO TO DEVELOP ITS BRAND NAME AND ACCELERATE SALES IN FRANCE.



SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen group, the multinational company headquartered in Martorell (Barcelona), exports 80% of its vehicles and is present in 80 countries on five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the brand's 68-year history, obtained a 284 million net profit and close to 10 billion euros.

« In a sector that is almost exclusively focused on the physical, we wanted to put a digital strategy in place that would use our available data to serve our customers, our distribution network and support the growth of the brand. The first few months of our collaboration with Advalo have proved very promising: the teams are informative and business-oriented, which provides us with an opportunity to see the initial results very quickly! All these actions allow us to prepare for the future, where data is a key focus of our strategy. »

Concludes **Brice Renvoizé, Digital and Experience Manager at SEAT France.**

Current Issues

In a highly competitive market, digital is a strategic lever for SEAT France to develop its reputation, set itself apart and attract new prospects to its distribution network which is a key focus of its strategy.

By using Advalo, SEAT wanted to speed up its prospects customer journey and more effectively exploit existing data from its website and customer base.

Brice Renvoizé, SEAT France Digital & Experience Manager: «Our current data is our future leads».

SEAT considers the valuation of customer and prospect data as a key lever that will enable it to support its growth ambitions, particularly in terms of France, where 50% of the market is picked up by domestic manufacturers.

SEAT, through its agency C14TORCE, turned to Advalo to assist them in the **valuation of their data and generation of qualified leads and transformation.**

Key Issues SEAT FRANCE faces

SEAT fixed 4 main objectives to make the most efficient use of the Advalo Platform:

1. DETECT AND ACTIVATE THE BEST AUDIENCES FOR CONQUEST CAMPAIGNS.
2. DETECT AND ACTIVATE THE BEST OPPORTUNITIES WITHIN ITS CUSTOMER BASE.
3. QUALIFY ON SITE INTENDING BUYERS IN REAL TIME TO BETTER ENGAGE THEM.
4. PURSUE AND COORDINATE INDIVIDUALIZED RELATIONSHIPS ON ALL POINTS OF CONTACT.

« An advanced and agile, powerful and accessible solution, we have found with the tool Advalo Pulse an excellent compromise to assist our client SEAT in their data marketing issues.

In addition, we have built a close-knit relationship between the Advalo and C14TORCE teams, which enables us to deploy and improve on a continuous basis the data use cases conceived with SEAT France. »

Says **Julien Richard, Associate Director Digital at DDB Paris.**

The Advalo platform makes it possible to capitalize on data and artificial intelligence to answer these challenges:

1. Look-alike campaigns optimized through precise audiences that only AI can conceive

In the context of **lead-winning campaigns** on Facebook and Google networks, the C14TORCE teams in charge of SEAT marketing were able to use granular knowledge of the SEAT customer base enabled by the platform to **activate the individuals most likely to be future buyers of SEAT vehicles.**

An algorithm included in the Advalo platform identified all **the characteristics common to all individuals who have acquired a specific model of vehicle**, to build a dedicated audience. Thanks to the platform's native connections with all of its media partners, this audience is directly transmitted to Facebook and DBM as part of a «look-alike» campaign.

Profiles of look-alike individuals from those constituting the target audience are identified in real-time on these networks in order to be targeted through the printing of suitable ads.

Whilst **optimizing acquisition costs through** a precise audience and fine targeting, these actions allowed SEAT to collect additional leads.

2. Detect activation opportunities within the customer base and prevent unnecessary churn

SEAT wanted to be able to **identify individuals within its customer base most likely to enter the vehicle-renewal phase** so that it can speak to them at the **right time to encourage them to renew their purchase** within the SEAT ecosystem.

As a first step, artificial intelligence made it possible to identify **general characteristics which are often good indicators of an impending vehicle change**: Through the analysis of customer-specific data by the predictive models and in **particular the «Mileage Estimate» model which estimates the mileage of vehicles owned by customers**, these general characteristics made it possible to form a typical profile.

All customers were then compared to this typical profile to identify individuals in the database who have these characteristics **and who are therefore most likely to**

enter the vehicle-renewal phase in the near future.

When such an individual is identified, **a lead is automatically created and sent to sales teams**, who can then directly contact each customer to confirm their renewal and guide each customer in their decision to purchase a new vehicle.

3. Detect and qualify on-site intending buyers in real-time to better engage them

In order **to be able to act sooner on the decision-making process** of individuals looking for a vehicle, SEAT needed to be able to **identify them when browsing its website.**

Through the website's tagging and data reconciliation, the Advalo platform **can track and analyze in real-time visitors navigation on the website and detect those who are really looking for a vehicle thanks to the heat intention scoring models.**

According to their browsing behavior, **each individual is assigned a unique score, which indicates purchase intention**, and the intensity of it (the higher the score, the more the intention to purchase is strong).

In parallel, it is also essential to **qualify purchase intention** in order to be able to accompany and nourish it in a relevant way. Here again, artificial intelligence helps marketers **identify the vehicle that most interests the individual, and the characteristics and criteria that matter to them and what impact it will have on their final decision.**

Thanks to the platform's native connections with SEAT's partner site customization solution, the updated insights are **immediately and automatically activated** and trigger a **personalized pop-in depending on the vehicle that appeals to the individual and these criteria.**

4. Pursue and coordinate individualized relationships on all points of contact

On the occasion of its **Private Sales**, SEAT leveraged the knowledge of its prospects and customers as part of post-navigation engagement and recovery campaigns, which were sent by **e-mail** and distributed in **display.**

The **engagement campaign** was sent to all individuals who had shown an interest in Private Sales by having previously registered to participate, but for which no activity had been detected on the site following the initiation of the operation.

The **reactivation campaign**, on the other hand, leveraged the analysis and activation of hot navigation data that makes it possible to personalize communications with each targeted individual, with regard to their browsing behavior.

A sequence of 3 e-mails are sent **after a visit is detected on a vehicle page** of the Private Sales website, **without this visit resulting in a lead:**

The content of these e-mails **was personalized with vehicle recommendations**, identified by the platform thanks to the «**Vehicle Similarity**» model, which analyzes the entire stock of vehicles available in Private Sales to **detect the one that best meets the criteria of the individual.**

The performance of these campaigns demonstrated the effectiveness of customization, **since they brought a + 25% lead increase, against + 10% on average for classic campaigns.**



Advalo assistance and expertise, key success factors

From the beginning of the collaboration, Advalo teams mobilized to accompany C14TORCE in the construction of models and use cases **close to the challenges** of SEAT.

This successful tripartite relationship, the technical and automotive expertise of Advalo and its involvement, from the construction of action plans to the activation strategies, were the **driving forces behind a data project that enabled the manufacturer to:**

- **increase the volume of leads (+ 72% leads in 2018, of which 10% thanks to Advalo)**
- **accelerate processing (78% of leads are processed in less than 24 hours)**
- **bring 26% additional sales in 2018.**



About ADVALO :

Advalo is the first individualized marketing platform dedicated to auto which communicates with each customer at the moment which most influences their purchase decision. Because each customer is unique, brands must shift from mass marketing which is a pollutant and intrusive to individualized marketing which steps in at the right moment. Through the use of data and artificial intelligence, the platform makes it possible to create an individualized and durable relationship throughout the customer journey. The benefits are immediate, traffic and the number of dealership leads increases from the first actions put into place.