ImpactWare
CASE STUDY

INCREASING SOCIAL MEDIA ROI

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With DataOne vehicle research and maintenance data, HELIOS delivers tangible social media ROI for dealers.

There are more than 120 million people on Facebook in the United States, and more join every day. To Charles Shamblee, this captive audience is a goldmine for dealerships. If dealers could connect and engage with customers and prospects through Facebook – and influence them to schedule service appointments and shop new vehicles – sales and service revenue would soar. So his team at ImpactWare (formerly xChange Automotive) created HELIOS, an integrated Facebook marketing and engagement application. For the application to work, ImpactWare needed access to complete and accurate vehicle data and OEM maintenance schedules. For that, they turned to the experts at DataOne.

Building a smart and intuitive application

HELIOS uses proactive algorithmic processes to generate consumer-specific communications for brand awareness, car service and sales leads. The process requires smart data mining to ensure each customer and prospect receives the right message. DataOne's new vehicle data and OEM maintenance schedules are a crucial part of this process. "The (vehicle) data from DataOne helps our app perform predictive analysis that produces relevant information we use to create targeted communications," says Charles. "Their products are very valuable to us."

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Charles Shamblee,
CEO, ImpactWare

Upping application "stickiness"

It's proven that the more time consumers spend on a website or application, the more likely it is that they will engage with the dealer. For that reason, ImpactWare prioritized "sticky" elements when building HELIOS. One of the stickiest is the Shop By Payment® sales application process, which allows consumers to shop real dealer inventory and gather lease and loan information.

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Vehicle data from DataOne enables HELIOS to normalize and standardize dealer inventory feeds and deliver real vehicle information, with impressively "sticky" results. Consumers spend an average of three to five minutes working a monthly payment, and the conversion rate from Shop By Payment® is over 15 percent.

Delivering tangible ROI

Social media success is notoriously difficult to measure. HELIOS is unique in that it drives proactive engagement and converts that to tangible results. Take the case of a large dealer group in San Antonio, Texas, that launched a Facebook marketing strategy using HELIOS. Within the initial 90 days, over 500 existing store customers signed up to use the Facebook app, of which 250 scheduled a service appointment. The Shop By Payment® delivered 240 unique car shopper leads. In addition, the app had people sign up for it that were not existing dealer customers, accounting for 57 repair orders.

Without DataOne OEM Recommended Service Schedules, the app would not be able to return such impressive ROI. "The app knows recall information and preventative maintenance and that's all through the VIN information we get through DataOne," says Charles. "The data enables us to create very targeted and vehicle-specific service messages that engage customers and pull them into the dealership."

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The HELIOS application requires accurate and complete vehicle and maintenance data to entice consumers and motivate them to act. That's why the company turned to DataOne. Not only is the data always accurate, it helps to create a stickier application that is returning tangible ROI for dealers.

ABOUT ImpactWare | www.gotohelios.com

ImpactWare provides a robust social-mobile application (HELIOS), which includes integrated and comprehensive digital marketing services for dealers and car companies - car sales, car finance and car services are the primary focus for return on investment.

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