





LOCATIONIQ



Background


Typical Tier 3 Automotive Dealership approaches service drive customers by traditional calendar timing for recommended service intervals.


Challenge

A percentage of consumers drive either more or less miles than what is often factored in by using calendar based recommended service menus.


Dealerships do not have insight into this data point and rely on engagement messaging that does not factor in the actual mileage.

Approach

 **LOCATIONIQ** processes 14 billion movement records daily in the U.S. which allows for more accurate calculations of consumer mileage totals.


Combining  **LOCATIONIQ** with the complete database of OEM recommend service schedules for all Makes and Models from 2000 to current (By VIN) – powers relevant and timely consumer engagement.

Methodology

 **LOCATIONIQ** would process against the DMS (Service) data of a tier 3 dealership to enhance accuracy of daily miles driven for better accuracy of next appointment.

Content and Offerings were powered by OEM Service Schedule database by the VIN of the vehicle in ownership.

Methodology (Cont)

 **LOCATIONIQ** creates 2 hour segments from 6am local to 9pm to capture the static location the device appeared at the most in that window. When then integrate with Google Maps API to calculate the most often driven route between each interval. This allows us to create a more representative model of daily miles driven and better predict the timing of next service.



TOYOTA

Toyota Dealership – Florida

September 2020 / October 2020

- 2x higher engagement by consumers than was seen in previous months.
 - 28% Higher appointments set than previous campaigns.
- Average increase of \$221 per Service RO than previous campaigns.



Mazda Dealership – Florida

September 2020 / October 2020

- 3x higher engagement by consumers than was seen in previous months.
 - 31% Higher appointments set than previous campaigns.
- Average increase of \$316 per Service RO than previous campaigns.



Honda Dealership – Florida

September 2020 / October 2020

- 1.5x higher engagement by consumers than was seen in previous months.
 - 22% Higher appointments set than previous campaigns.
- Average increase of \$186 per Service RO than previous campaigns.

What is possible?

- Create **location-based audiences** based on visits to a specific place, brand or category
- **Attribute** advertising performance by knowing which campaigns drove traffic in-store
- Run **conquering campaigns** to data sets that visit competitors' stores



