



BACKGROUND

Norway's largest car dealer

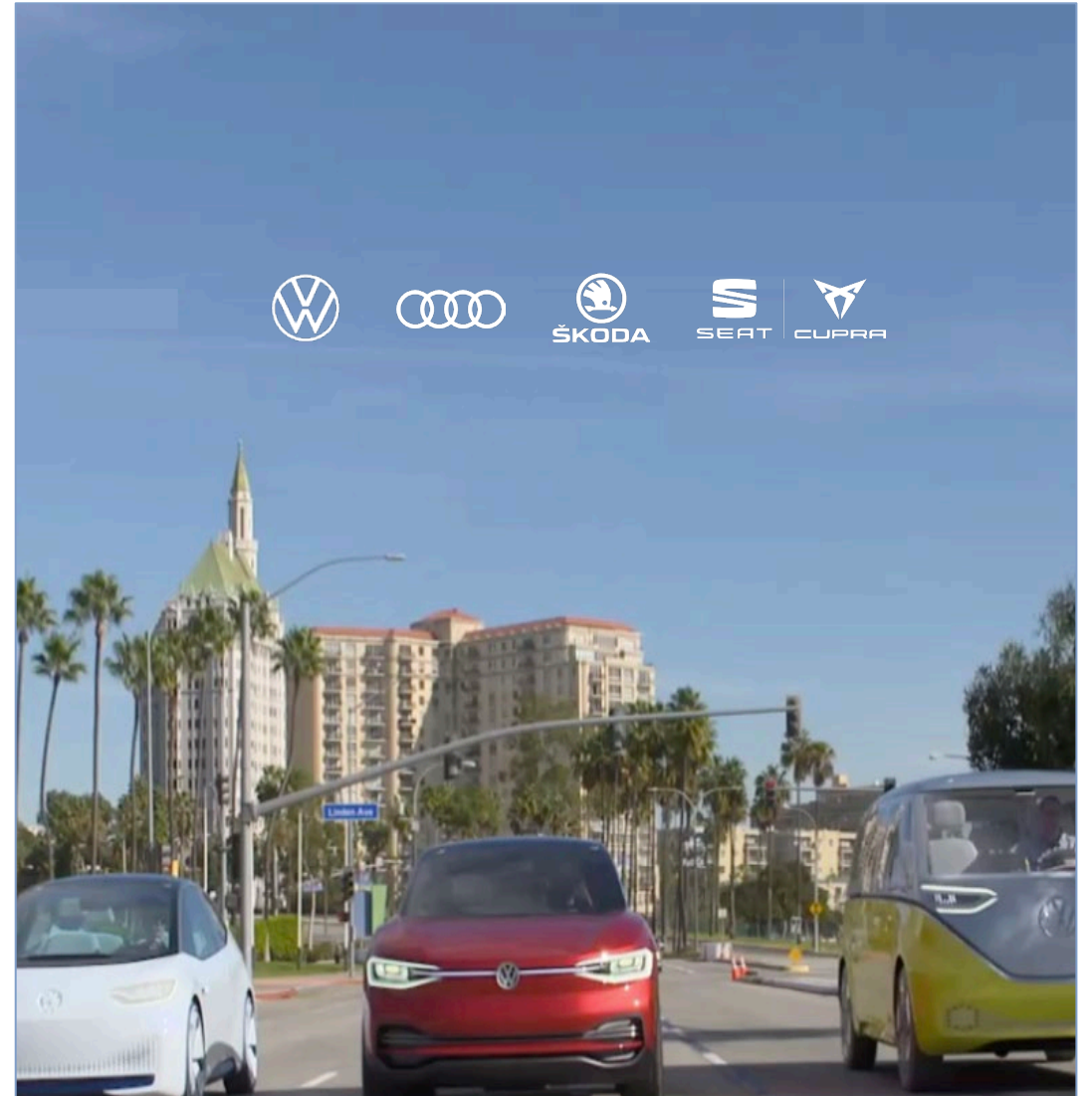
Volkswagen, Skoda, Audi, Seat & Cupra

A traditional industry

E-mail as sales support

Great potential for better use of email

Building brand & Loyalty



BACKGROUND

Project started 5 years ago

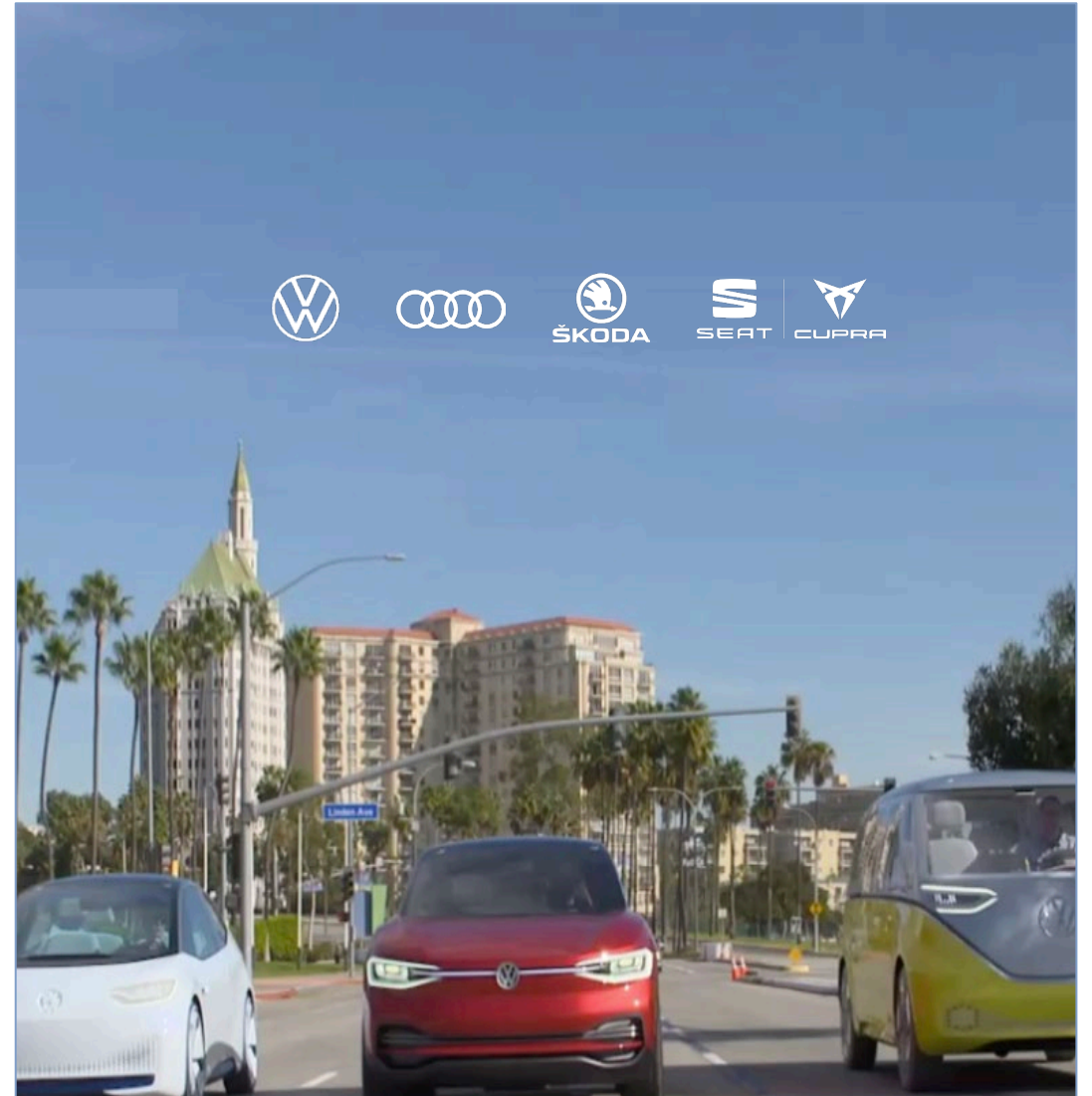
Ad-hoc campaigns

Limited insights

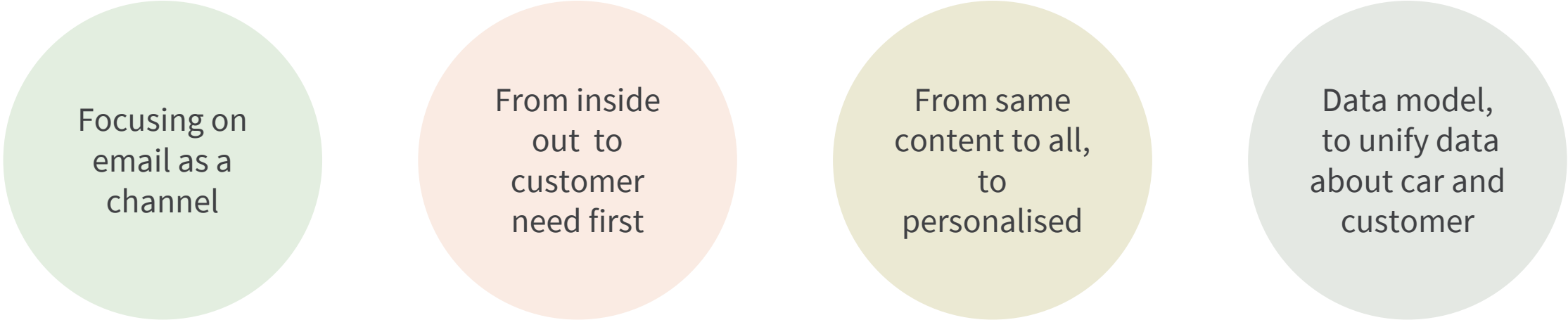
Better control

Silos

Collaboration between Möller, Adobe, Merkle & Oculus



THE STRATEGY



Focusing on
email as a
channel

From inside
out to
customer
need first

From same
content to all,
to
personalised

Data model,
to unify data
about car and
customer

GOALS

1

Meet the customer's needs and behavior with automated and relevant communication at the right time

2

Increase the opening rate from the benchmark of 25%

3

Increase sales of parts, accessories and services such as EU inspection & service

4

Reduce pressure on Customer Service

HARALD A. MØLLER

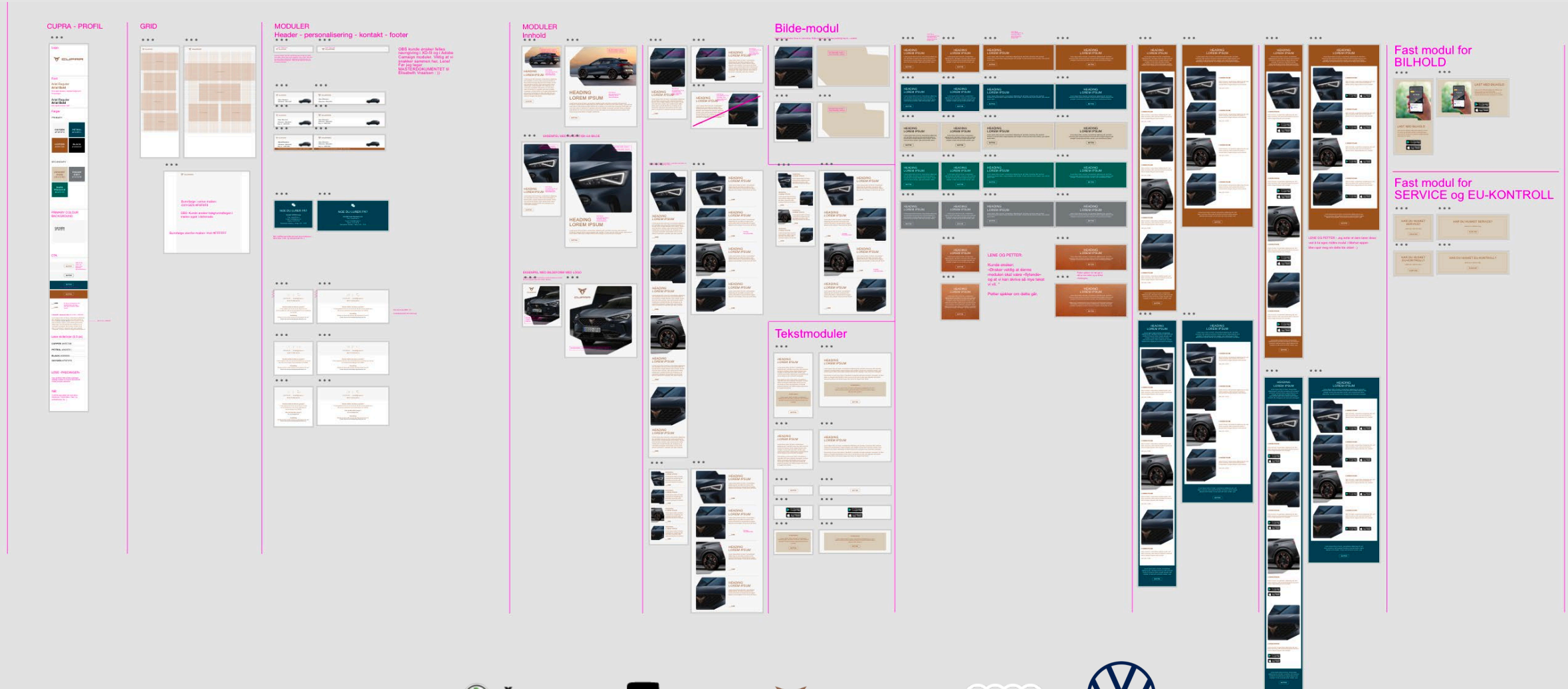


«FORDI VI KJENNER BILEN DIN»

OVERALL CONCEPT



EMAIL TEMPLATE DESIGN



ŠKODA



SEAT

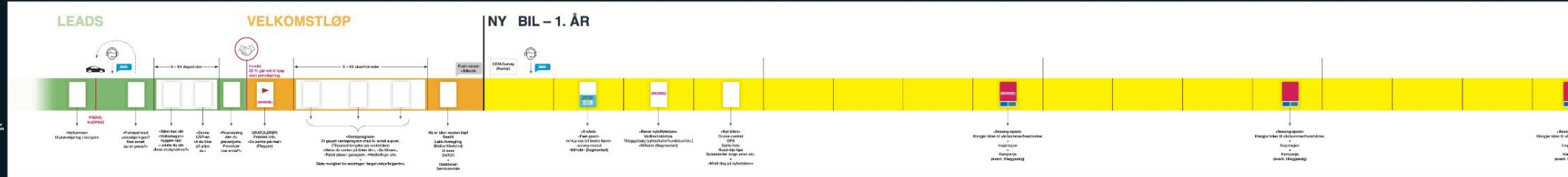


CUPRA

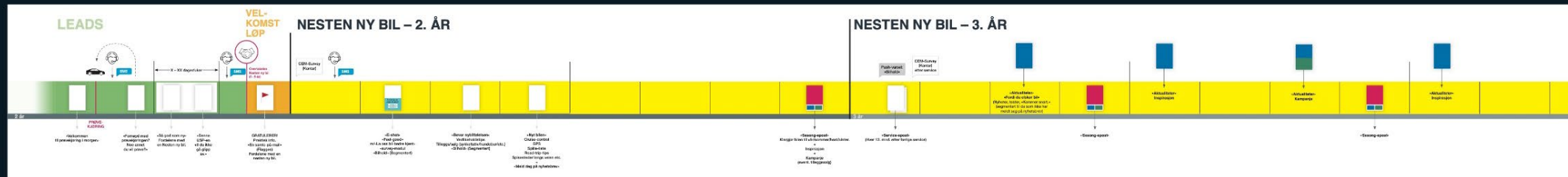


DEVELOP CUSTOMER JOURNEYS

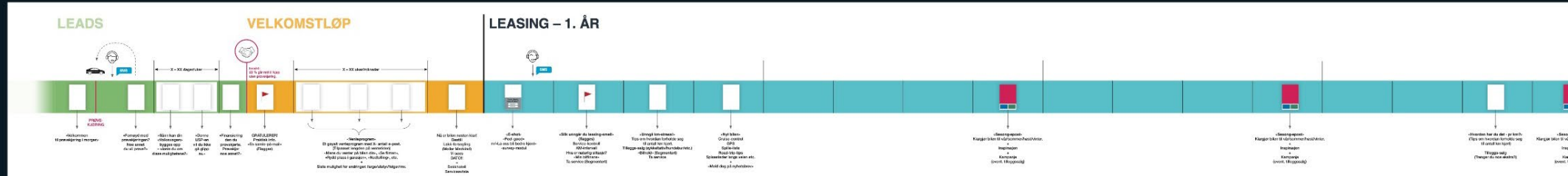
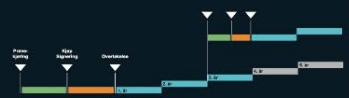
KUNDEREISE 1 KJØP – Ny bil



KUNDEREISE 2 KJØP – Nesten ny bil



KUNDEREISE 3 LEASING

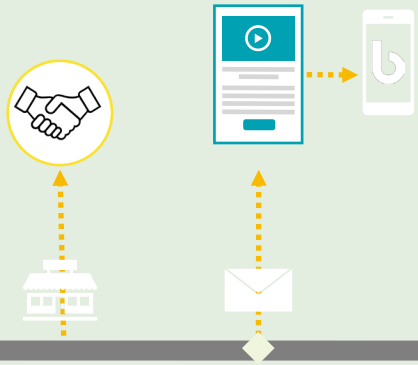


WAITING PROGRAM

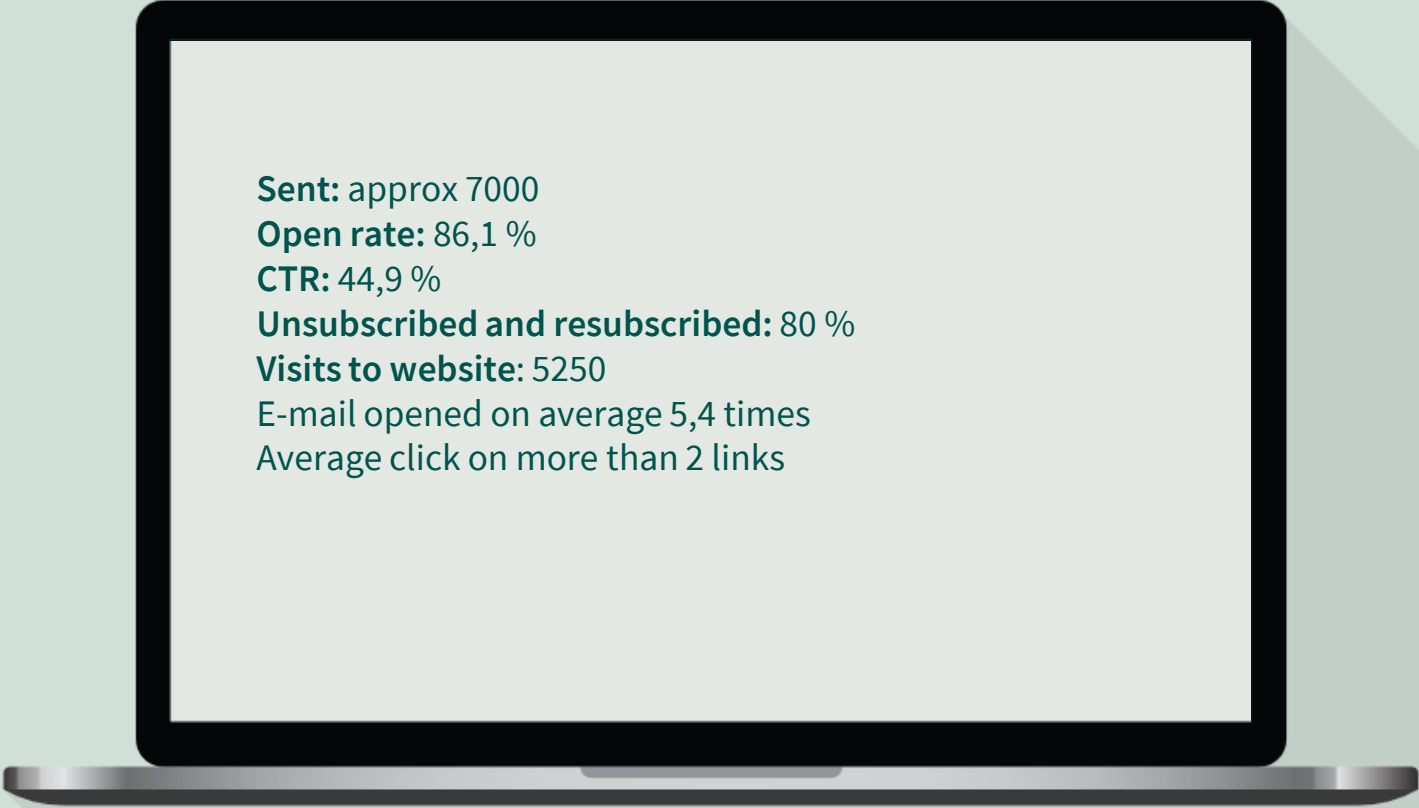
FROM SIGNED CONTRACT TO DELIVERY OF CAR
STAKEHOLDER BUSINESS: BRAND, MEB, SERVICE MARKET, CAR FINANCE

1. Give customers a good car buying experience
2. Simplify dealership's everyday work
3. Rationalize the purchase in hindsight
4. Improve upsell of:
 - Parts and accessories
 - Financing
 - Insurance
 - Wheel storage and services

THE WAITING PROGRAM

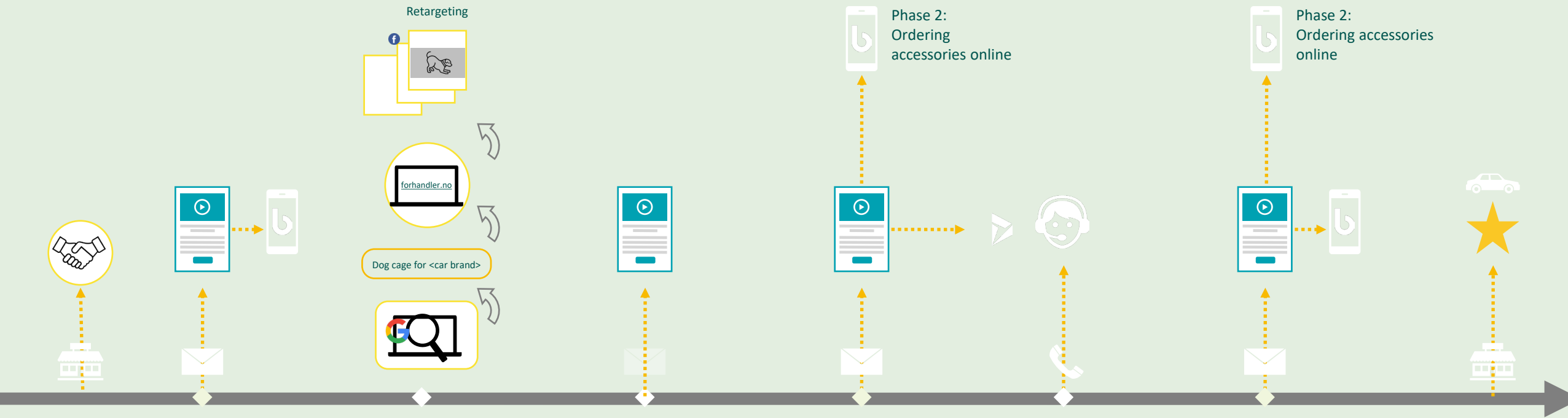


E-mail 1 - Thank you for your trust!

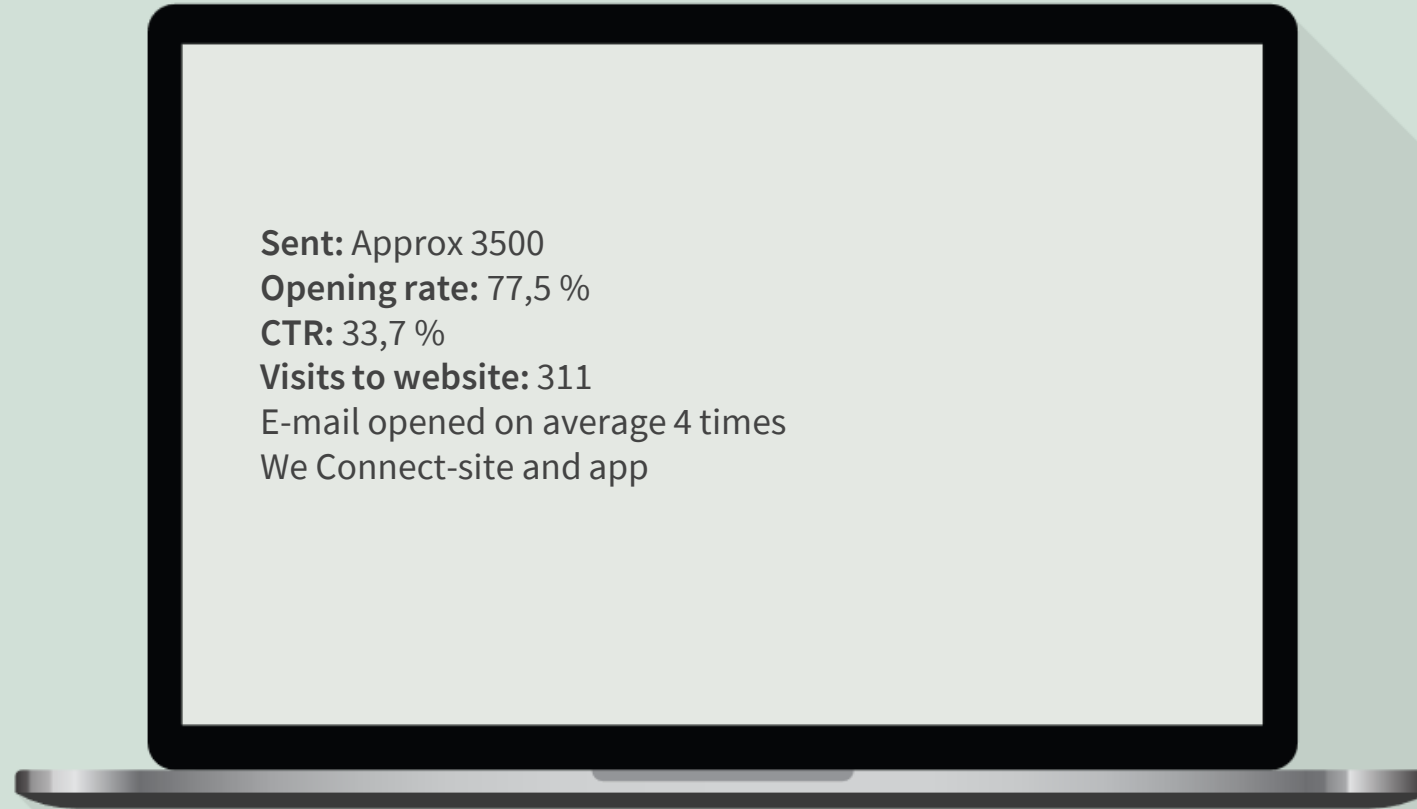
A stylized illustration of a laptop with a black frame and a silver base. The screen is white and displays a list of email campaign statistics. The laptop is positioned in the lower half of the frame, casting a long, dark shadow to the right and slightly forward.

Sent: approx 7000
Open rate: 86,1 %
CTR: 44,9 %
Unsubscribed and resubscribed: 80 %
Visits to website: 5250
E-mail opened on average 5,4 times
Average click on more than 2 links

THE WAITING PROGRAM



E-mail 3 - It's just around the corner!



Content : Writing generic - perceived as personal

Personalization



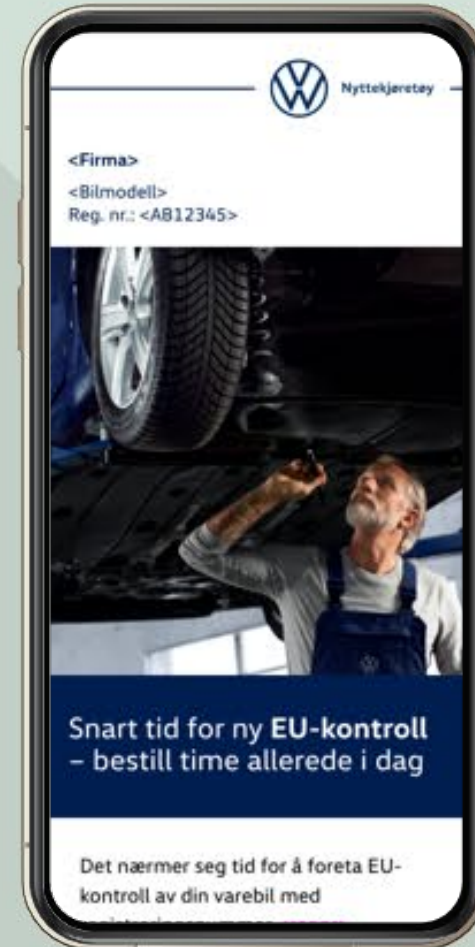
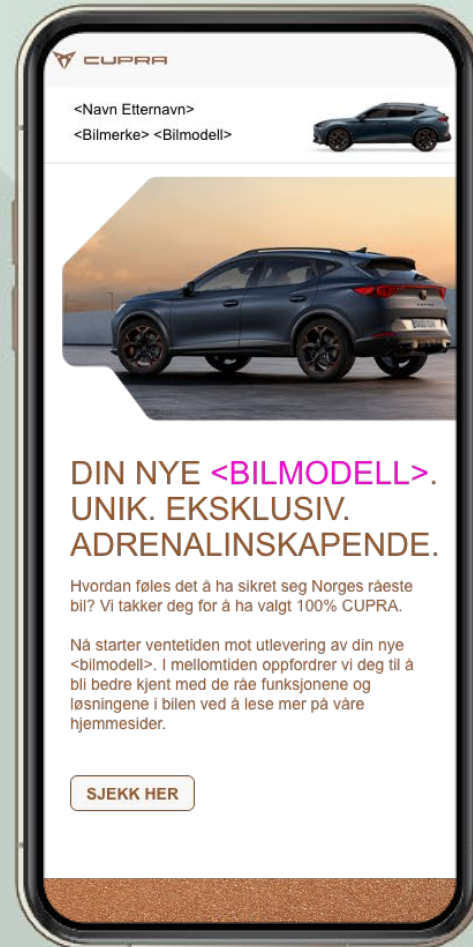
Segmented images
On car type and
colour



Merging headlines
and running text



Merging logo and
name in dealer
field



Segmented
Content based on
an electric/fossil
car



Relevant content
sent at the right
time

Through good data structure, data models and integrations there are now **350 automated emails** triggered at the right time, sent to the correct customer with relevant and segmented content throughout the customer lifecycle.

RESULTS



55%

Increased open
rate by **+30%**

80%

Off all conversions
from e-mails

+10%

Ordered 2 extra
items on average

-80%

Less inquiries for
customer service

LEARNINGS



Gather customer insights by involving the people who meet the customers at a daily basis



Make the effort to create a solid data model that will support your vision on how to communicate



Choose platforms made for scale

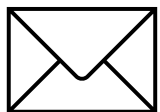


Stakeholder management and agency collaboration



Don't panic- it will take time

THANK YOU!



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OCULOS



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