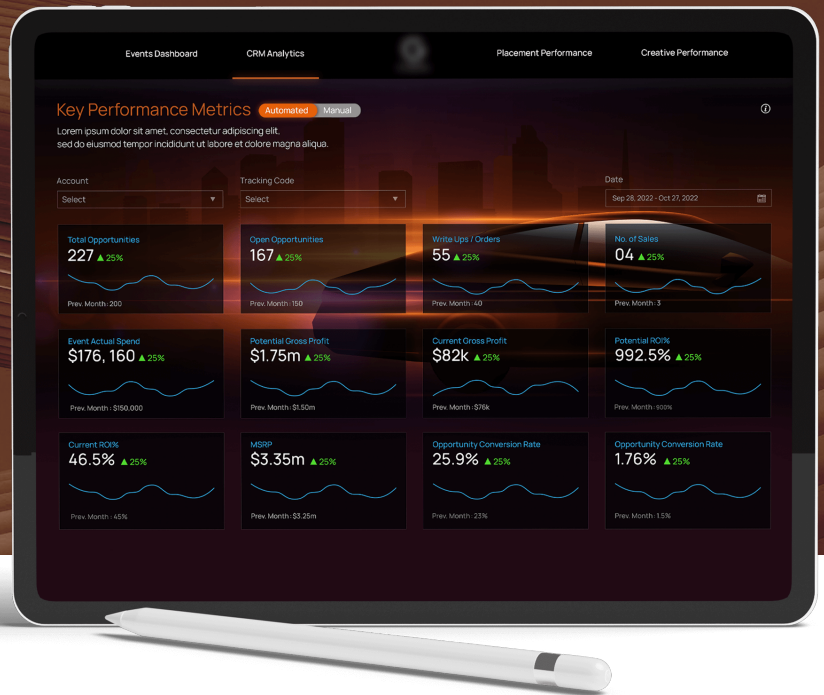


REVING UP SALES: A DATA CLOUD IMPACT STORY



OUR CLIENT

A North American premier automotive dealership, offering a diverse inventory of new and pre-owned luxury vehicles.

PLATFORMS

Automotive, Marketing, Sales, Service, and Data Cloud

INDUSTRY

Automotive

OUR STRATEGY

We designed a roadmap to accelerate our client's sales and marketing using CRM + Data + Marketing Cloud + Trust. This included developing a Data Cloud implementation plan, outlining key features, and validating the business value. Ensuring data quality was critical, focusing on accurate, complete, and consistent data ingestion.

OUR SOLUTION

We Don't Build Data Pipes, We Build Trust.

Data Stitching

We integrated their auto-endemic CRM and Service platforms with Google Analytics to enhance their digital trackability.

Identity Resolution

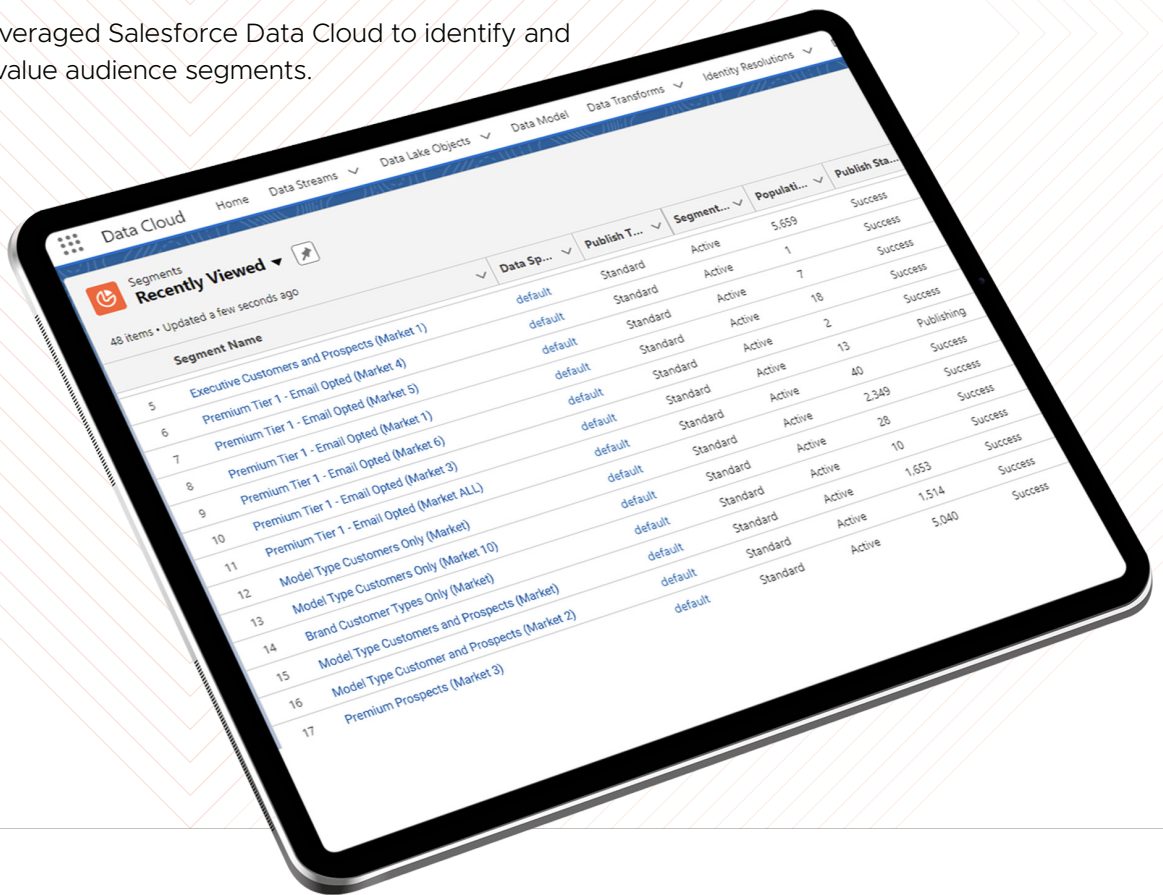
We merged and synthesized multiple identity signals to develop the C360 golden record.

Self Service Segmentation

By utilizing Data Cloud, we shifted the client's marketing strategy from neutral to second gear, achieving significant performance improvements for performance car sales.

High-Value Audience Segments:

Client successfully leveraged Salesforce Data Cloud to identify and precisely target high-value audience segments.



The tablet screen shows the 'Recently Viewed' segments in Salesforce Data Cloud. The table lists 17 segments with their names, data sources, publish status, and population counts.

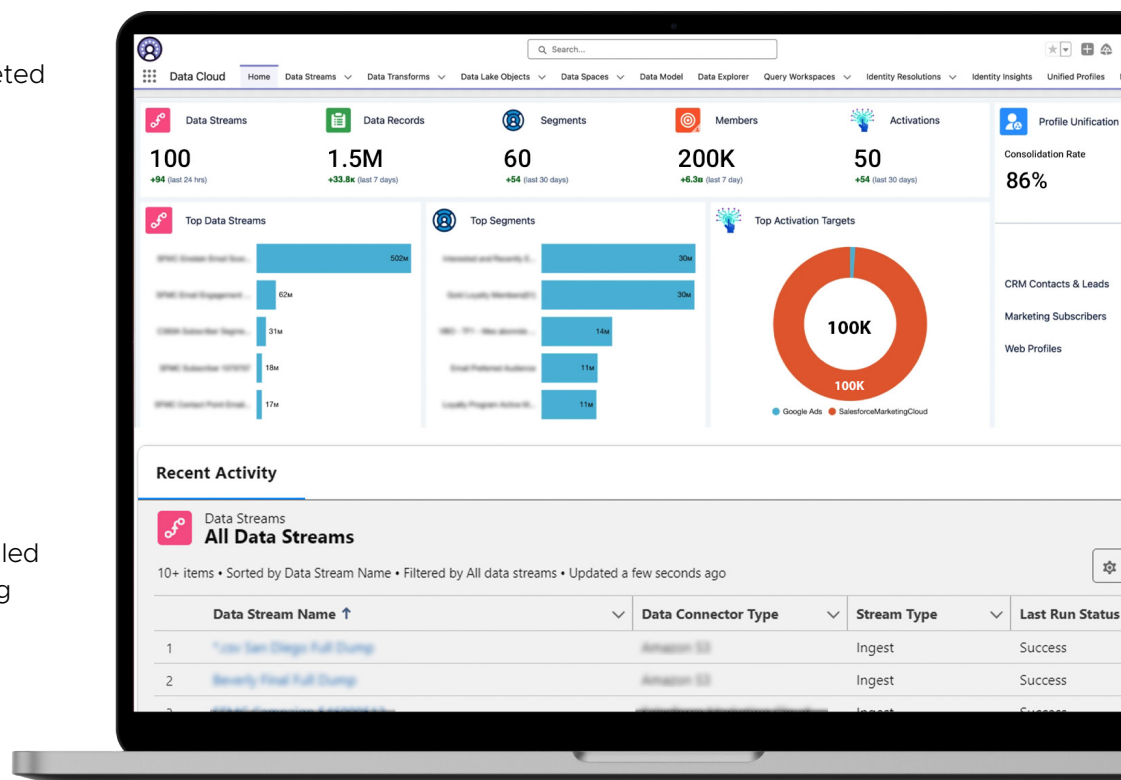
Segment Name	Data Sp...	Publish T...	Segment...	Populati...	Publish Sta...
Executive Customers and Prospects (Market 1)	default	Standard	Active	5,659	Success
Premium Tier 1 - Email Opted (Market 4)	default	Standard	Active	1	Success
Premium Tier 1 - Email Opted (Market 5)	default	Standard	Active	7	Success
Premium Tier 1 - Email Opted (Market 1)	default	Standard	Active	18	Success
Premium Tier 1 - Email Opted (Market 6)	default	Standard	Active	2	Publishing
Premium Tier 1 - Email Opted (Market 3)	default	Standard	Active	13	Success
Premium Tier 1 - Email Opted (Market ALL)	default	Standard	Active	40	Success
Model Type Customers Only (Market)	default	Standard	Active	2,349	Success
Model Type Customers Only (Market 10)	default	Standard	Active	28	Success
Brand Customer Types Only (Market)	default	Standard	Active	10	Success
Model Type Customers and Prospects (Market 2)	default	Standard	Active	1,653	Success
Model Type Customer and Prospects (Market 3)	default	Standard	Active	1,514	Success
Premium Prospects (Market 3)	default	Standard	Active	5,040	Success

RESULTS

Our efforts resulted in an **86% consolidation rate** for unified profiles, facilitating more targeted and relevant marketing campaigns.

Over 50 audience segments were activated in the client's SFMC instance, improving marketing precision and engagement.

70% decrease in marketing opt-out rates. Improved data quality and identity resolution led to more relevant and engaging communications, reducing opt-outs and boosting engagement.



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