

## Exit5 Auto Group: People-based marketing ensures best-in-class service & increased sales

Big believers in transparency, the individuals at Exit5 Auto Group are hyper-focused on offering friendly and honest customer service. Whether someone is looking to buy, sell or service a car, Exit5 wants to be a part of the experience. And since the dealership's inception in 2015, the team has worked hard to establish itself as a different kind of car dealership.

### The challenge

Understanding the shift in how people choose and buy a car—gone are the days when customers would purposely visit a car lot to stroll up and down the line of new vehicles to research and find just the right one to fit their needs—and knowing that the research behind the purchase is what drives a sale, Exit5 knew it needed to find a way to become a part of the research process. These days when someone visits a car dealership, they've already done their homework. They've researched brand, style, safety ratings, and side-by-side comparisons. When they hit the lot, they're ready to drive and probably buy the vehicle they've been researching. But if Exit5 wanted to distinguish itself from the other dealerships in the area, they needed to find a way to identify when potential customers were online shopping and entice them to take action.

### The solution

Exit5 Auto Group embraced the challenge by enlisting the help of 4Cite and its advanced website visitor identification capabilities. Utilizing lightboxes and engagement bars, 4Cite helps Exit5 connect with potential customers by utilizing real-time messaging that enables the dealership to become part of the research process while shoppers are online. Engagement bars and lightboxes nurture leads and help Exit5 differentiate itself from the competition.



When “researching” shoppers visit the Exit5 dealership website, they peruse the inventory page and when they find something they like, click on the vehicle's detail page (VDP). A 4Cite engagement bar pops up and asks if they would like to receive a text message containing a personalized video of the car. If yes, a lightbox pops up and they enter their mobile number. Two things happen at that point, Exit5 collects their phone number and gets explicit permission to text the customer. The customer in turn receives a 45 second video snapshot of the car, introducing the potential customer to the automobile's finest qualities. They get to hear the car start and experience the sound of the engine. They also get a complete tour of the inside and outside of the vehicle. This step is only the beginning of what sets Exit5 apart from the traditional car buying experience. If the video doesn't bring the prospect onto the lot, the next time they visit the dealership website, an engagement bar reminds them of their last visit and highlights the car they were researching as well as offers new suggestions based on the shopper's interests.

“The car industry tends to be lagging when it comes to technology and unfortunately is missing golden opportunities to reach new customers and grow sales,” says Jack Sturn, Senior Vice President at 4Cite. “Most dealerships lack dedicated marketing professionals

to focus on guiding customers through the path to purchase, but 4Cite offers full service marketing capabilities and acts as an extension of the Exit5 staff. We are advocates and champions for their amazing cars and services.”

4Cite helped Exit5 determine the rules for engagement and today engagement bars and lightboxes entice new customers, offer service deals to repeat customers and alert interested shoppers to price changes. “4Cite helps us nurture customers through the sales process,” said Exit5 General Manager Patrick Lyga. “Whether it’s helping us respond to research inquiries, presenting service offers or reminding customers that our service is second to none, the 4Cite engagement bars help us keep customers for life. They also help us engage new customers and ensure that we start the relationship just right.”

## The Result

4Cite helps Exit5 Auto Group identify new customers and re-engage inactive ones. “Our customers come on our lot with the intent to purchase and it’s all because we found a way to become a part of the research process,” added Lyga. “We’ve seen an 85% increase in personalized vehicle video requests using 4Cite’s engagement bars and it has been instrumental in helping us grow our business. Studies have shown that the average consumer researches vehicles for 60 days before making a purchase. Thanks to 4Cite, we’ve found a way to become a part of the research process and establish relationships for life.”

