How to Stop Dirty Data & Start Making More Profits
About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
  - An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2016
- Three time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn’s website customers have an average documented lead increase of 200%
Say Hello To...

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If you have questions during the presentation, please submit them using the “Questions” feature.

Questions will be answered at the end of the webinar.

A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar.
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How to Stop Dirty Data & Start Making More Profits
OBJECTIVES

* Discover why data quality should be a priority for your dealership.

* Learn how to identify the millions of dollars in non-performing assets compounding in your CRM.

* Discover how dirty data is created in your dealership and steps you can take to prevent it.

* How to generate 10-12 sales and 30-40 service RO’s a month from your dirty data.

* Giveaway

* Question & Answer Session
IBM estimates that the yearly cost of poor quality data in the U.S. in 2016 was $3.1 trillion.
In 2013, more than 6 billion pieces of mail could not be delivered due to bad postal data.

Processing that mail cost over $1.5 billion.
It is not uncommon for business databases to have 60% to 90% bad data. Without frequent data audits to maintain database integrity, your dealership’s performance is greatly affected.
POLL QUESTION
### Common File Errors
- Duplicates
- Erroneous Entries
- Typographical Errors
- Inconsistent Data
- Templates
- False Entries
How is dirty data created at your dealership?
Ultimately all marketing efforts are designed to generate data. Inevitably, a big part of this data goes bad.
Data from dealership web properties
Data pushed through an API I.E. Purls & IVRs
Data from 3rd party leads
Data from dealership web properties
Sales team plugins

Data Entry Points to Your CRM

First Name
Last Name
Home Address
Phone Number
Email

Submit
Data That’s Born Dirty
- Erroneous & False Entries
- Typographical Errors
- Inconsistent Data Templates

Data That Becomes Dirty
- Opt-Outs & DNC’s
- Outdated
- Information Changes & Relocations
Top 4 Reasons For Dirty Data in Your CRM

- Erroneous Entries
- Opt-Outs
- Change of Information
- Aging
POLL QUESTION
Ford Dealership
Case Study 1

Data File Age: 5 Years
Dirty Records Accumulated: 79,260
Avg. Dirty Leads Per Month: 1,321
Avg. Cost Per Lead: $53.00

Total Dirty Data Expense: $4,200,780
Total Recovered Records: 53,117
Total Sales: 43
Total Service RO's: 264
Recovered ROI: $120,990

Chevy Dealership
Case Study 2

Data File Age: 5 Years
Dirty Records Accumulated: 44,442
Avg. Dirty Leads Per Month: 740
Avg. Cost Per Lead: $67.00

Total Dirty Data Expense: $2,977,614
Total Recovered Records: 16,537
Total Sales: 38
Total Service RO's: 102
Recovered ROI: $90,730

Hyundai Dealership
Case Study 3

Data File Age: 5 Years
Dirty Records Accumulated: 40,320
Avg. Dirty Leads Per Month: 672
Avg. Cost Per Lead: $46.00

Total Dirty Data Expense: $1,854,720
Total Recovered Records: 13,307
Total Sales: 62
Total Service RO's: 257
Recovered ROI: $91,190
How does this impact your dealership?

“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.”

— Jim Barksdale
Former CEO of Netscape
Lost sales and service revenue and opportunities.

Employee and customer dissatisfaction.

Increased cost of operations.

Poor decision making.

Lack of confidence within the organization.

Difficulty executing organizational strategies.
An Experian Data Quality research study looked at current approaches to data quality. There were 200 respondents in the U.S. that took part in the research. Small to large enterprise businesses were included. These individuals came from a variety of industry sectors, including manufacturing, automotive, retail, financial services and travel.
How do you turn data quality into a competitive advantage?
Identify Your CRM’s Dirty Data

- Old CRM Files
- Missed Opportunities
- Dead or Inactive Prospects
- Active Prospects
POLL QUESTION
1. Clean Your Data

- Correct Typographical Errors
- Remove Corrupt Records
- Harmonize Short Codes (St, Rd, Ave)
2. Match & Link

- Validate Records Against Known Data Sets
- Correct Records That Partially Match Existing Records

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3. Enhance Your Data

Boost your data with additional information, such as demographic, lifestyle, channel preference, online behaviors, etc.
4. Raise Your Standards

Use standard file layouts and naming conventions to ensure the data is consistent and can be shared across all departments.
5. Create Data Profiles

Profiling helps to not only understand anomalies and evaluate data quality, but also to discover relationships in your metadata that can lead to powerful insights.
6. Monitor and Audit

Establish a consistent preventative maintenance program to ensure your data quality standards are being met by employees and vendors.
Operationalizing Data

Instead of using data as a retrospective report card of past performance, data should be used to inform all the actions of your dealership.
Email
- Grow Your List
- Gain Opt-in Compliance
- Lower Bounce Rates
- Improve In-box Deliverability
- Increase Conversion

Direct Mail
- Grow Your List
- NCOA Certify
- Improve Deliverability
- Increase Response

Social Media
- Use Your Own Data
- Retarget Lost Prospects
- Increase Engagement
- Lower CPM & CPC

BDC
- Grow your List
- Gain DNC Compliance
- Increase Connects
Data Quality = Higher Performance

- Gain 10 to 15 new sales and 30 to 40 service ROs per month
- Increase customer retention
- Improve employee satisfaction
- Reduce overall operational cost
- Save time by making data driven decisions
Educate Your Employees

Improve Data Collection

Create a Data Driven Culture
SUGGESTED RESOURCES

Find out how much dirty data is costing your dealership with this online dirty data calculator:
https://info.epush.com/calculate-your-lost-opportunities

Learn more about dirty data with this insightful white paper included in the webinar documents.
How Dirty Data Is Impacting Your Dealership And How To Fix It.

Learn more about data and the power and influence that has in our lives with these 5 Videos:
https://blog.epush.com/5-ted-talks-to-watch-if-you-want-to-understand-big-data
ACTION ITEMS

1. Locate your dirty data files and identify how many bad records you have.
2. Calculate how much dirty data is really costing your dealership.
3. Assign an ongoing budget to fix and maintain your data.
4. Use multi-channel marketing efforts to re-engage prospects.
5. Change your culture to become a data driven organization.
6. It never ends! Constantly monitor, manage and mine your data.
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Q&A: ASK OUR EXPERT
PRIZE ALERT

Be the first to answer the giveaway question correctly to win this awesome prize!
Today's Expert

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Chad Rumminger
Senior National Sales Manager & Automotive Lead