
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...

Sean Marra

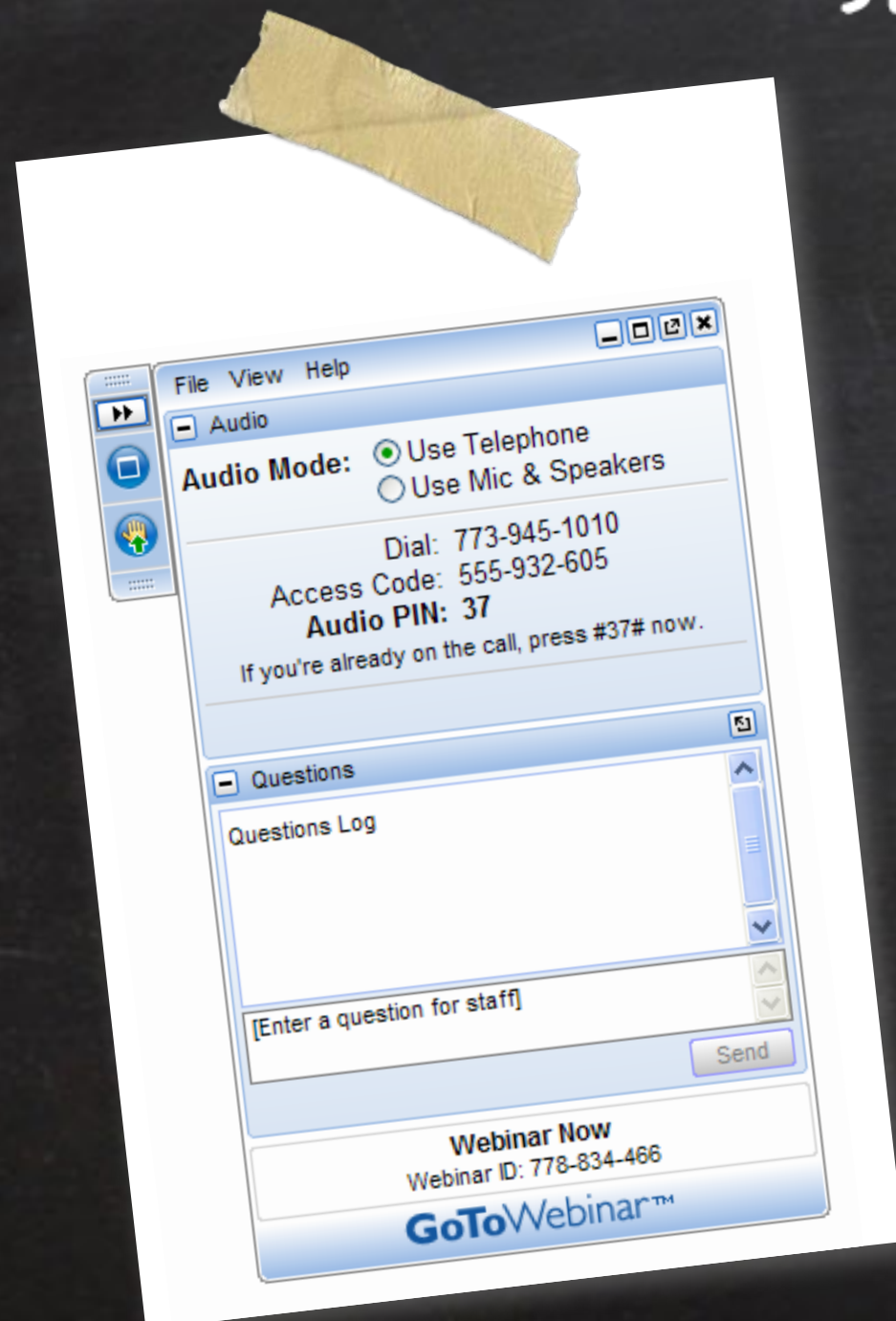
Founder & CEO
ePush!

Sean@ePush.com
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@ElianaRaggio
@SeanMarra1

SEND IN YOUR QUESTIONS



- 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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Tweet Much?



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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.



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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



False Entries

<

How is dirty data created at
your dealership?



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AutoTrader.com

AutoAlert[®]

ePUSH



Cox
AUTOMOTIVETM

craigslist

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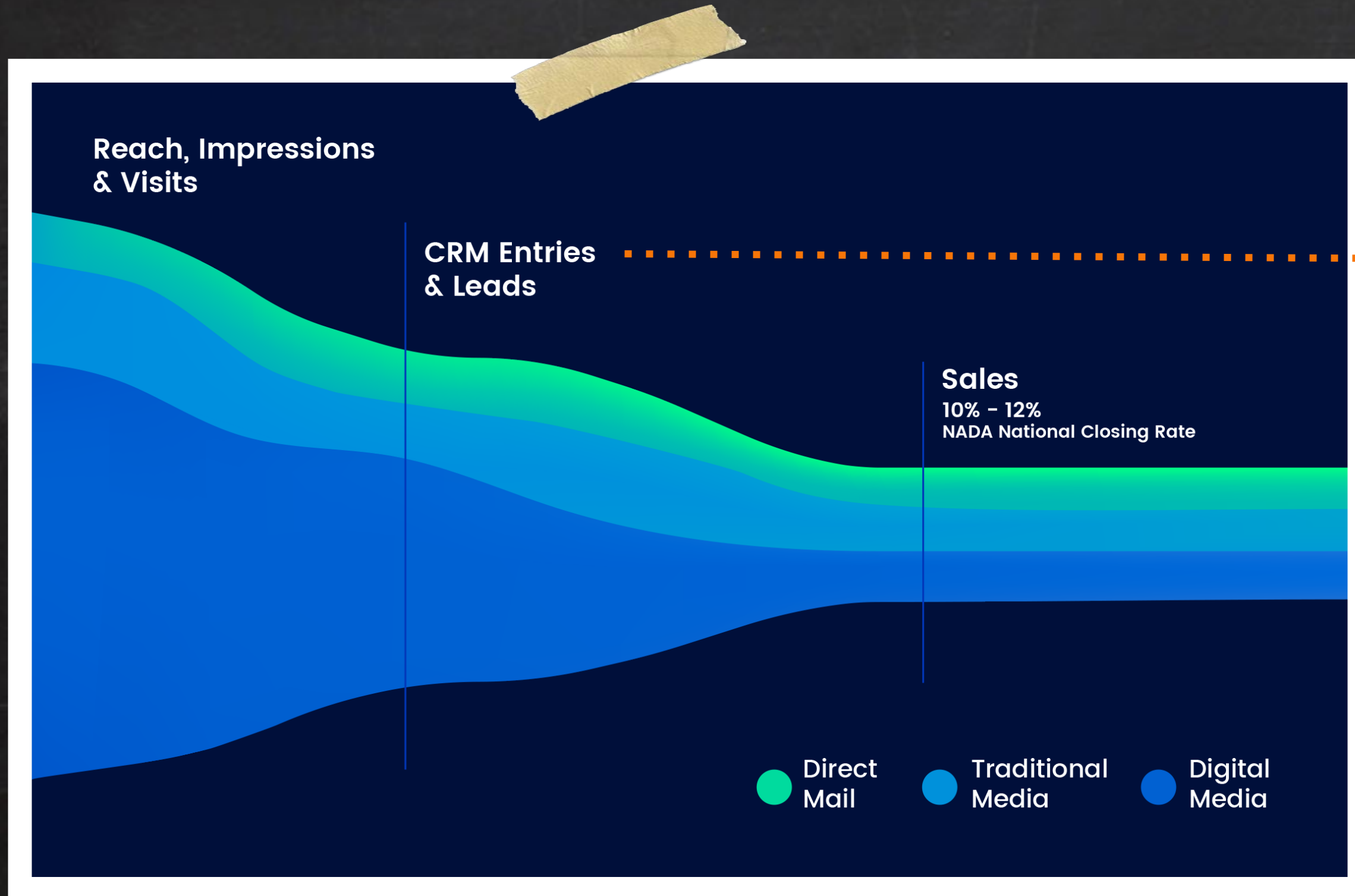
Dominion
DEALER SOLUTIONSTM

 **iHeart**MEDIA
INC

/LOTLINX/TM

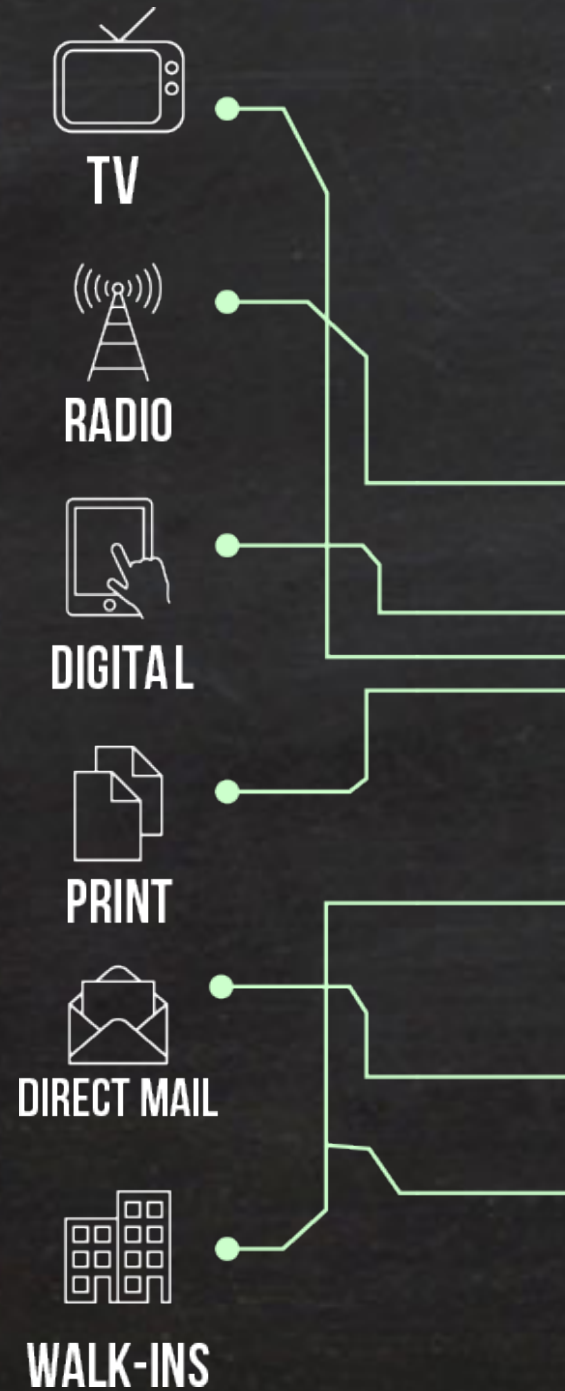
TRUECar[®]

V12
SOFTWARE



Ultimately all marketing efforts are designed to generate data.

Inevitably, a big part of this data goes bad.



First Name

Last Name

Home Address

Phone Number

Email

Submit

Data Entry Points to Your CRM



Data from 3rd party leads



Data from dealership web properties



Data pushed through an API I.E. Purls & IVRs



Sales team plugins



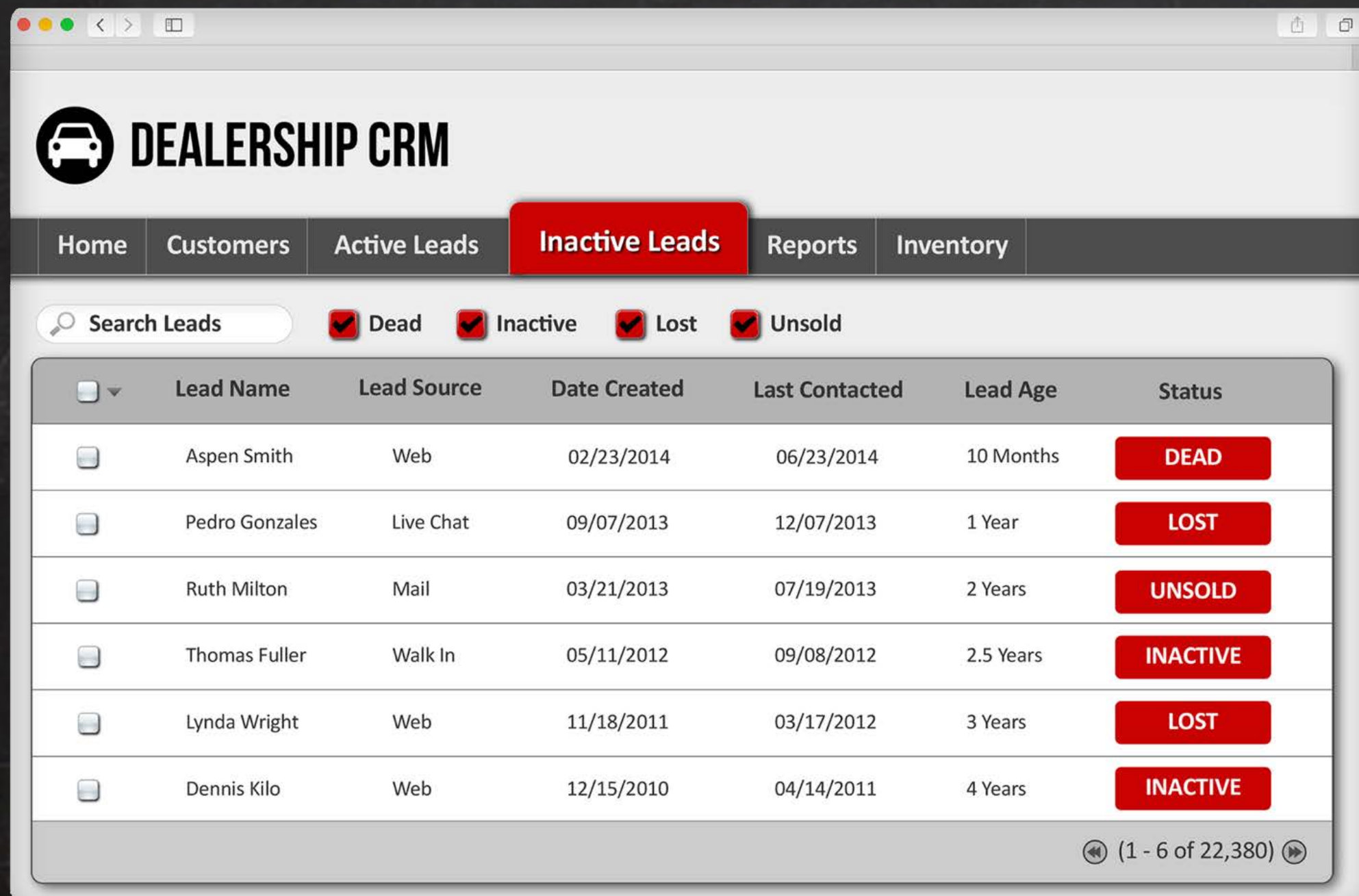
Data That's Born Dirty

Erroneous & False Entries
Typographical Errors
Inconsistent Data Templates



Data That Becomes Dirty

Opt-Outs & DNC's
Outdated
Information Changes & Relocations



The screenshot shows a web browser window with a 'DEALERSHIP CRM' interface. The navigation bar includes 'Home', 'Customers', 'Active Leads', 'Inactive Leads' (highlighted in red), 'Reports', and 'Inventory'. Below the navigation bar is a search bar labeled 'Search Leads' and four filter checkboxes: 'Dead', 'Inactive', 'Lost', and 'Unsold', all of which are checked. The main content area is a table with the following columns: 'Lead Name', 'Lead Source', 'Date Created', 'Last Contacted', 'Lead Age', and 'Status'. The table contains six rows of data, each with a status button in a red box. At the bottom right of the table, there is a pagination control showing '(1 - 6 of 22,380)'.

<input type="checkbox"/>	Lead Name	Lead Source	Date Created	Last Contacted	Lead Age	Status
<input type="checkbox"/>	Aspen Smith	Web	02/23/2014	06/23/2014	10 Months	DEAD
<input type="checkbox"/>	Pedro Gonzales	Live Chat	09/07/2013	12/07/2013	1 Year	LOST
<input type="checkbox"/>	Ruth Milton	Mail	03/21/2013	07/19/2013	2 Years	UNSOLD
<input type="checkbox"/>	Thomas Fuller	Walk In	05/11/2012	09/08/2012	2.5 Years	INACTIVE
<input type="checkbox"/>	Lynda Wright	Web	11/18/2011	03/17/2012	3 Years	LOST
<input type="checkbox"/>	Dennis Kilo	Web	12/15/2010	04/14/2011	4 Years	INACTIVE

◀ (1 - 6 of 22,380) ▶

Top 4 Reasons For Dirty Data in Your CRM

- Erroneous Entries
- Opt-Outs
- Change of Information
- Aging



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POLL QUESTION



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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



CHEVROLET

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

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

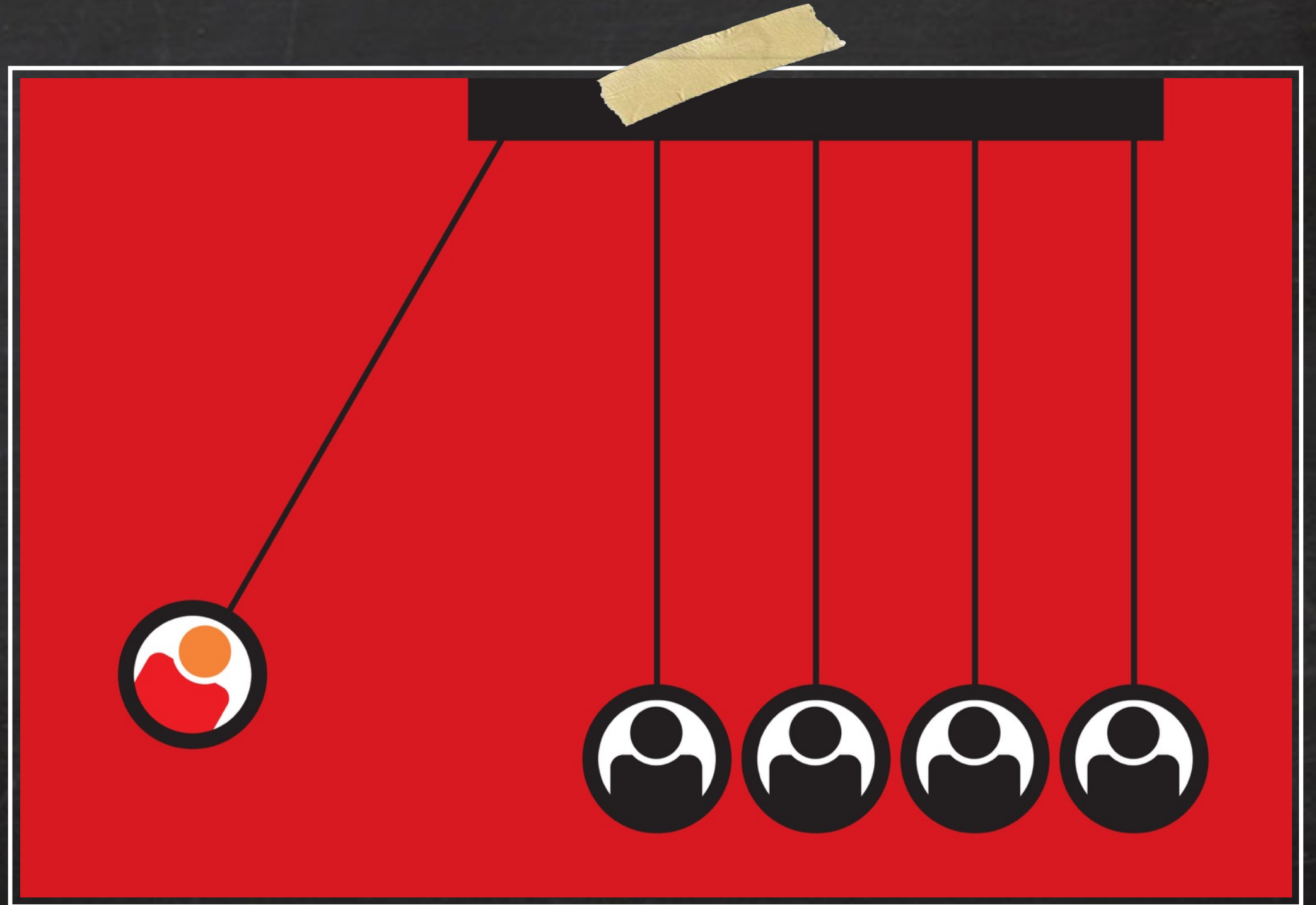
$$\frac{\text{TOTAL YEARLY AD SPEND}}{\text{TOTAL ENTRIES INTO CRM}} = \text{TRUE COST PER LEAD (CPL)}$$



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.”

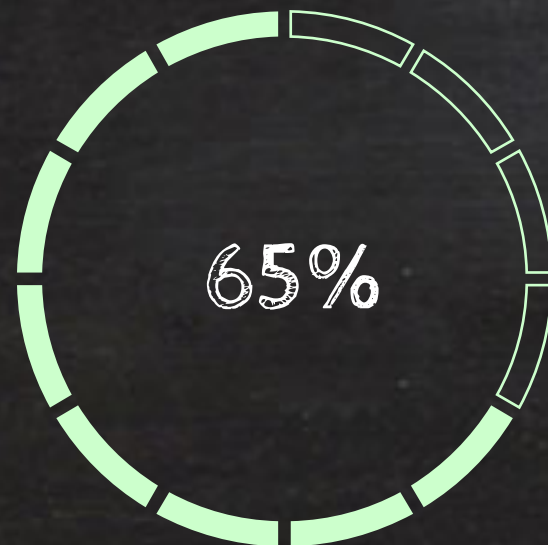
— Jim Barksdale
Former CEO of Netscape





Direct Cost

- Lost sales and service revenue and opportunities.



Indirect cost

- Employee and customer dissatisfaction.
- Increased cost of operations.
- Poor decision making.
- Lack of confidence within the organization.
- Difficulty executing organizational strategies.

How much are companies spending on data quality?

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.

Over \$5 Million

7%

\$2 to \$5 Million

13%

\$1 to \$2 Million

19%

\$500,000 to \$1 Million

13%

\$100,000 to \$500,000

22%

Under \$100,000

15%

Don't Know

11%

How do you turn data quality into a
competitive advantage?



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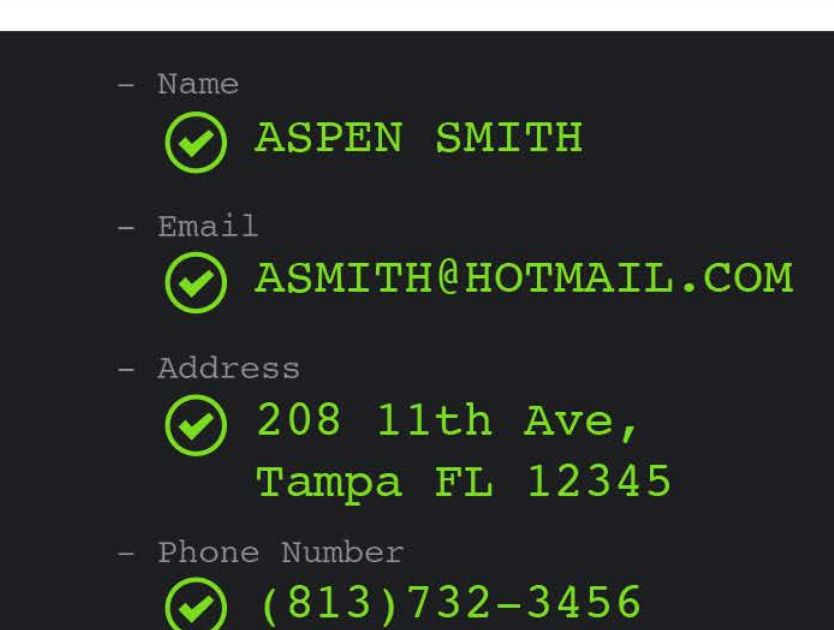
Identify Your CRM's Dirty Data

- Old CRM Files
- Missed Opportunities
- Dead or Inactive Prospects
- Active Prospects

POLL QUESTION



- Correct Typographical Errors
- Remove Corrupt Records
- Harmonize Short Codes
(St, Rd, Ave)



```
- Name
  ✓ ASPEN SMITH

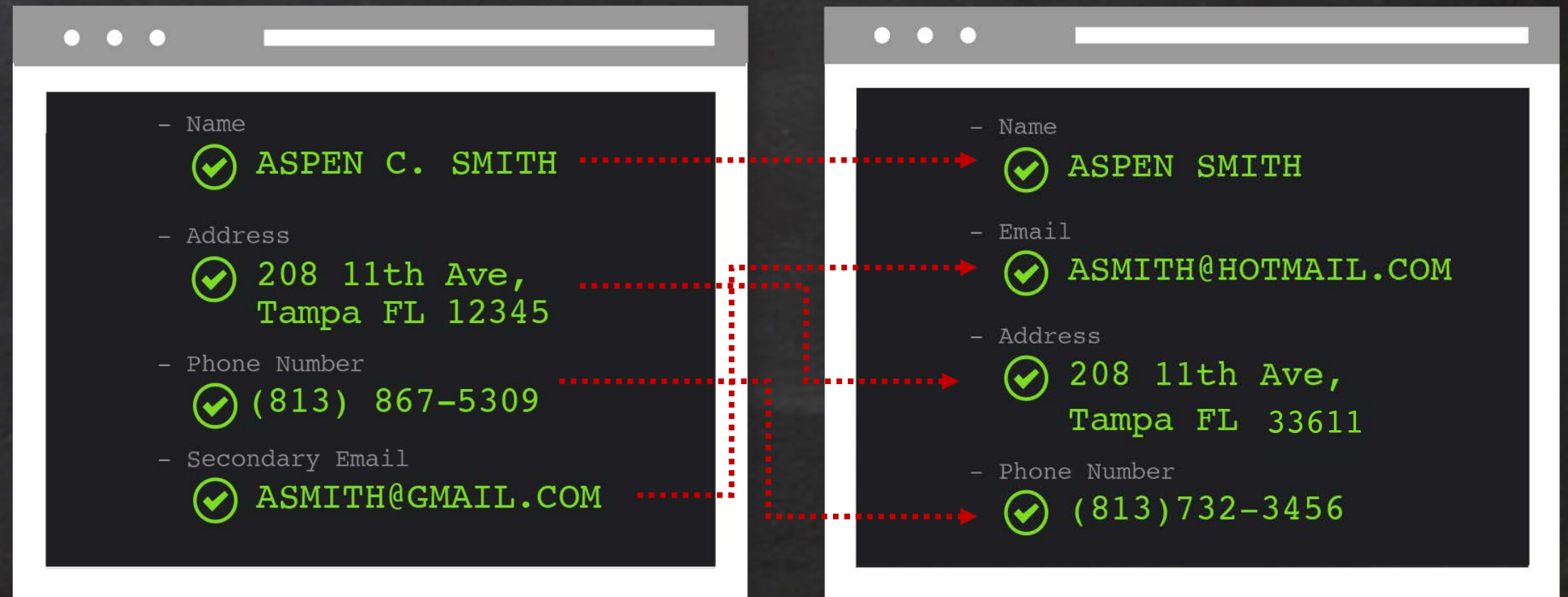
- Email
  ✓ ASMITH@HOTMAIL.COM

- Address
  ✓ 208 11th Ave,
    Tampa FL 12345

- Phone Number
  ✓ (813)732-3456
```

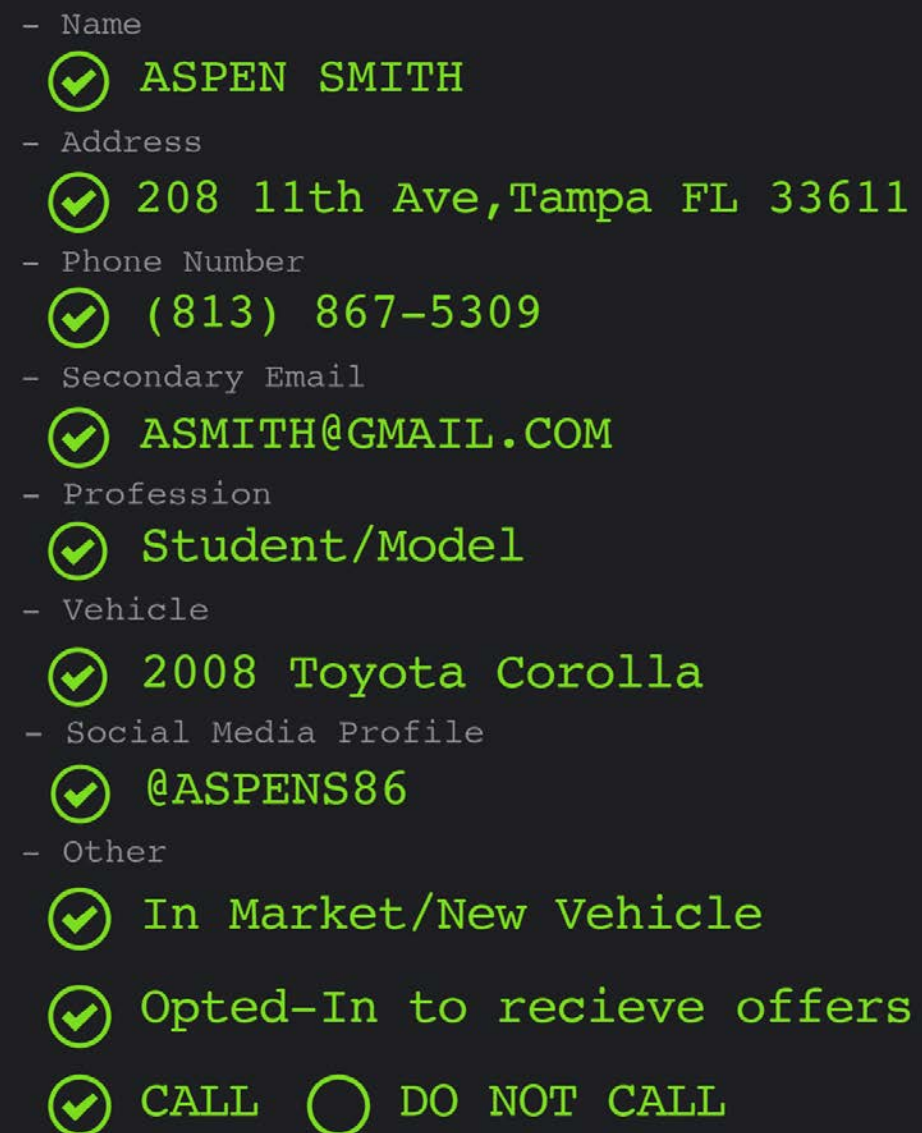

2. Match & Link

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



3. Enhance Your Data

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



- Name
☒ ASPEN SMITH

- Address
☒ 208 11th Ave, Tampa FL 33611

- Phone Number
☒ (813) 867-5309

- Secondary Email
☒ ASMITH@GMAIL.COM

- Profession
☒ Student/Model

- Vehicle
☒ 2008 Toyota Corolla

- Social Media Profile
☒ @ASPENS86

- Other
☒ In Market/New Vehicle
☒ Opted-In to recieve offers
☒ CALL ☐ DO NOT CALL

Online Shopping Behavior

Geo-Fencing

Social Media

In-Market Shopper

Keyword Search

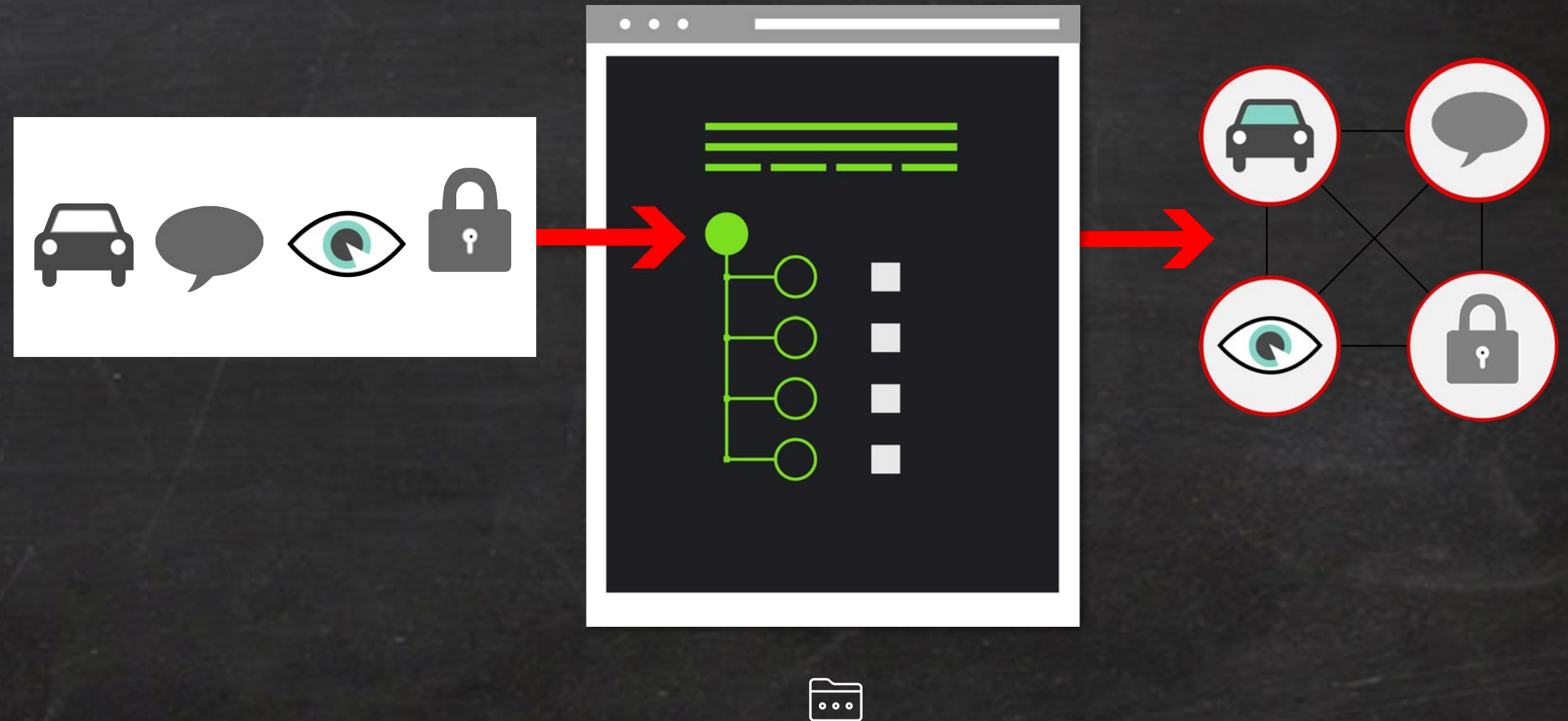
4. Raise Your Standards

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.



Data Profile

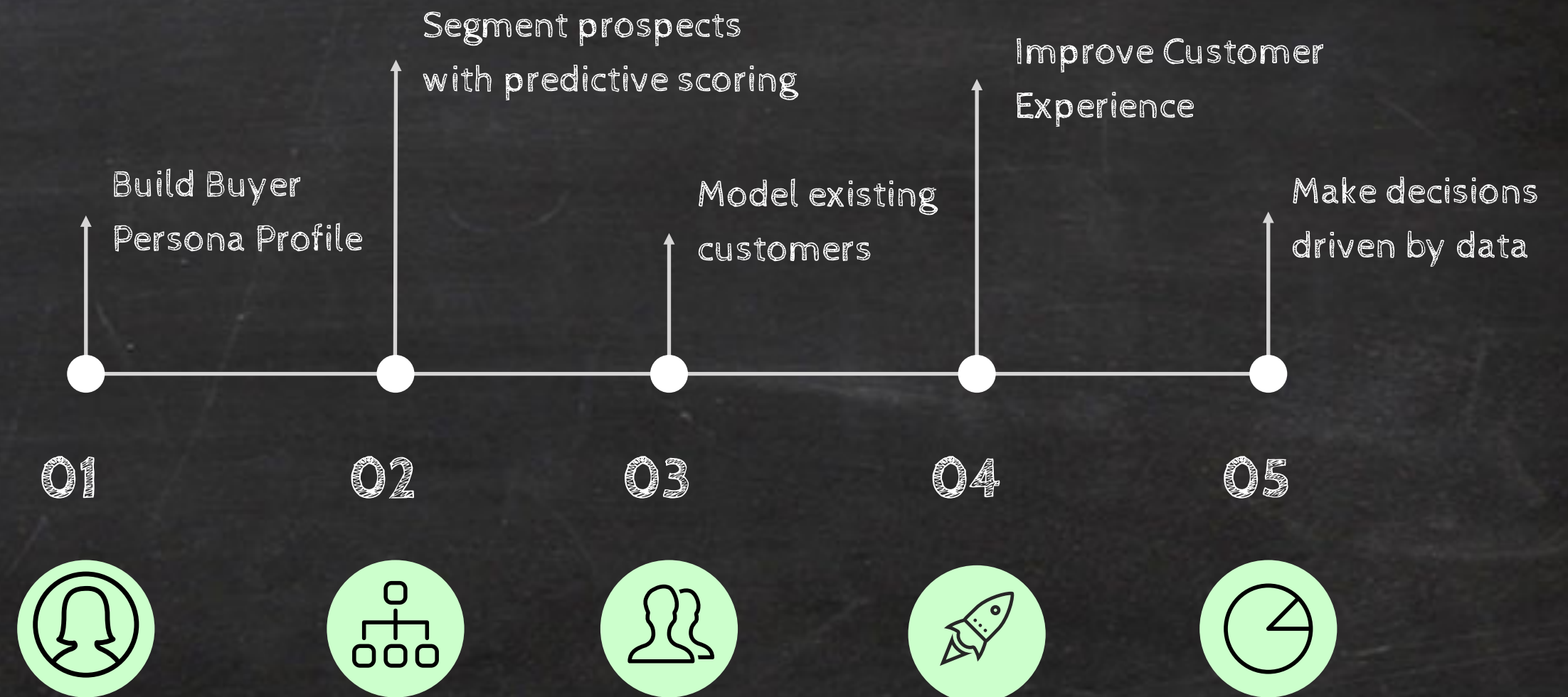
6. Monitor and Audit

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

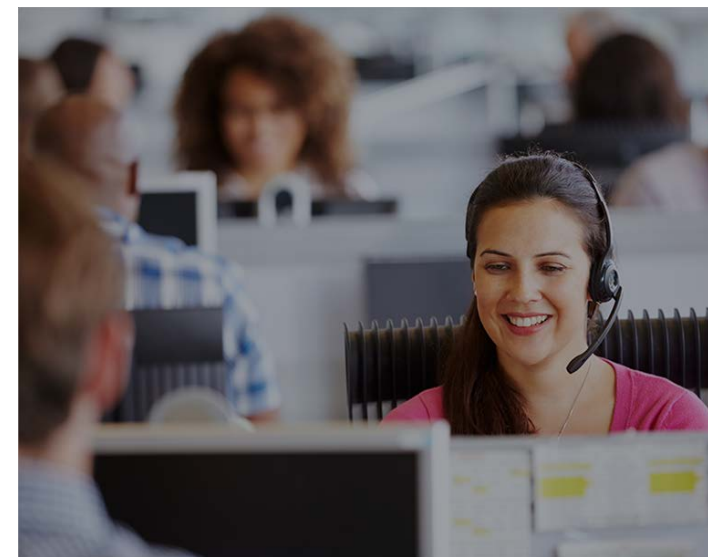
Direct Mail

- 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>



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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



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Today's Expert

Sean Marra

Founder & CEO
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Thursday, Jan. 25 12pm EST / 9am PST

Twitter Strategies that Sell More Cars



Chad Rumminger

Senior National Sales Manager & Automotive Lead

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