

IMP, publication version:

History of Technology in Automotive

As technology in cars rapidly advances, it's expected the technology for dealerships to as well. It only makes sense for the automotive world facets to be evolving at the same pace. But unfortunately, there haven't been many advancements or options. And what already exists is often complicated and messy, without any real software solutions for marketing. Decades pass between new, innovative technologies.

So... what is the solution?

The Integrated Marketing Platform, also known as the IMP powered by FullThrottle. This turnkey solution provides actionable data and is ready for the demise of third-party cookies. Let's take a look at the history of dealership technology to better understand the IMP and how it is the missing puzzle piece.

The 1990's – The Introduction of the DMS (Dealership Management System)

There became an acute understanding that dealers needed a way to streamline operations, specifically digitizing and tracking customer records. Which is how the DMS came about, made to manage parts, inventory, service, sales, and accounting. Apart from F&I forms, it was all found in one place – the DMS.

The 2000's – The Introduction of the CRM (Customer Relationship Management)

As retail businesses began to adopt more software, the way leads were managed evolved too. Leads needed to be digitized as the volume of them grew, the internet revolution took off, the car business boomed, and sales staff had a higher turnover rate. These factors meant leads needed to be managed better. Specific departments were created, and people were hired to oversee customer relationships. It was then that the CRM found its spot in the critically needed software bundle (?) for dealerships. Its main purpose was to manage showroom traffic, respond to incoming leads, and revisit unsold prospects, all in a short time frame. However, CRM systems became complicated as the intake of data increased and there was a lack of clear reporting and ROI measurement. The CRM was never designed to do marketing, but it was often used as a substitute, with little evidence it worked.

Which leads us to the present.

The 2020's – The Introduction of the IMP (Integrated Marketing Platform) powered by FullThrottle

The world is changing again, and with the demise of third-party cookies, dealerships may struggle to keep business coming in. Traditional retargeting capabilities will drastically diminish. And while all dealers have websites, about 90% of website visitors don't leave a physical lead. The IMP is meant to tackle this, as a closed loop, end-to-end marketing platform. It is one place meant to collect and manage *clean* first-party data and keep shoppers in the funnel. It is a

system of records continuously cleaned by consumers, all to be used for marketing and attribution. Dealers need to be able to target and measure their entire audience, including previous customers, in-market prospects, and anonymous households. All in a privacy complaint manner.

The industry will keep evolving and unless dealerships evolve with it, they will get left behind. DMS and CRMs can't do each other's job and were not designed for marketing. Software should do the heavy lifting, and the IMP does just that, working behind the scenes to keep communication alive with anonymous audiences.

Note: Stream Companies is an authorized reseller and partner with FullThrottle Technologies, LLC – bringing the IMP to the dealership world.