IMP Foundational Piece #2

Copy:

Intro:

The technology world is quickly changing for dealerships, and many dealers don't even realize it. It will become harder to keep up with your competition unless action is taken now. Luckily, the Integrated Marketing Platform (IMP) powered by FullThrottle is the turnkey, simple solution for dealerships. The best part – you don't have to hire a marketer or hands on keyboards to monitor it and it works efficiently to collect, store, and manage your first-party data.

You may have heard of the cookiepocalypse, but what does that really mean? Some aren't even aware third-party cookies will no longer be supported (pssst, retargeting will shift with this demise).

Demise of Third-Party Cookies

Maybe you've heard support for third-party cookies is ending. Maybe you've heard it so much, you never want to hear about it again.

Unfortunately, many dealers *don't* realize what this means and how it will affect them. Essentially, marketing strategies will have to pivot.

Google announced that in 2023, third-party cookies will no longer be supported on their largest web browser, Google Chrome. This means that websites will now reject the small text file that is a third-party cookie. So, if you use cookies for cross-site tracking, retargeting, and ad serving, those efforts *will be* rejected.

Now is the time to search for your new marketing strategies. And your DMS and CRM won't cut it.

The Integrated Marketing Platform powered by FullThrottle – How it Fits

The IMP is the third key automotive technology, meant to collect and manage first-party data in a privacy compliant way and make that data actionable in the future. It ensures you keep communication alive with your audience and promotes clean, transparent data.

The IMP works to serve dealers in several ways.

- Deanonymizing website audiences otherwise lost as a lead
- Building brand loyalty and allowing customers to provide their correct data
- Integrations with DMS and CRM, as well as outbound marketing
- AI efficiency to drive transparency
- Does the heavy lifting and isn't just another log in someone needs to manage
- Privacy compliant since inception

Deanonymize Audiences

The most significant thing the IMP does is deanonymizing previously anonymous shoppers – those who are lost to you as a lead unless they come back on their own accord and offer their information. As soon as third-party cookies are gone, there will be no way to retarget. Retargeting will die. But with the IMP, it keeps your audience in the funnel. And it keeps a *large number* of people in the funnel.

Brand Loyalty

The IMP helps build brand loyalty, a vital business tactic for dealerships. If you can reach the right audience at the correct time, it gives you the power to maintain them.

When the IMP ingests CRM data, it gives the consumer/customer the opportunity to clean their own data, as it exists within the IMP. This keeps your customers engaged and gives them an opportunity that didn't previously exist. Who cleans their data better than the customer it comes from?

Far too often, dealerships miss out on leads of past customers. The IMP keeps you in touch with your customers, reminding them why your dealership is the best for their needs.

Integrations and AI Efficiency

IMP boasts AI driven efficiencies through multiple systems talking to each other. It is integrated with the CRM, DMS, and outbound for all the marketing. Data doesn't have to exist in a vacuum. The system helps all three tiers talk to each other and share knowledge where it needs to be shared.

With your CRM, how much information is entered wrong? We know it's constantly - even the DMS has incorrect information. One typo in their email address and now they're lost forever. Never to be able to get in touch with again.

As noted with brand loyalty, the IMP ingests the CRM data and offers your customers the chance to correct their information, with the My Vehicle Wallet email.

Heavy Lifting

The IMP sits on top of your systems and offers the ability to get your hands dirty and look at the information on a granular level. But we also understand dealers don't want another log in to put more resources into. Which is why it works completely autonomously, with transparency, so dealers can take a look at the data.

It doesn't need babysitting, but if you want to see the innerworkings, you can. It's completely transparent.

While some software needs to be watched to make sure the work is being done, the IMP is an efficient worker. It runs alongside your other platforms. And while you are welcome to check in on your IMP and see the work it is doing; it won't run any less efficiently than if you decide never to log in.

Future-Proof Technology and Privacy Compliance

You might be wondering how we can guarantee future-proof technology.

Let's be realistic – the future is always changing, and nothing is guaranteed. However, based on trends we track and being in the industry long enough, we've gotten pretty good at predicting shifts ahead of us in the AdTech world. And in terms of the cookie demise, we were ahead of the game long before Google announced their removal of support.

We stay on top of privacy compliance, ensuring our technology follows all regulations. When Google ends support for third-party cookies, a lot of people won't be able to continue their marketing and advertising strategies. We, on the other hand, will still be able to do exactly what we've been doing.

We've been doing something we refer to as "miniaturizing the holy company level stack."

What does this mean? Stream is an authorized reseller of FullThrottle, whom we partnered with and have taken the multi-million-dollar tech capabilities, such as the biggest agencies in the world and distilled those capabilities down so our clients have access to extremely powerful tools at a local cost. Compound that with privacy regulations that can come with a massive fine and potentially inhibit your ability to do business, if not followed.

No one is immune to anything. Even the largest of companies can be taken down with certain laws being passed. But we've got it under control – <u>everything we do is privacy compliant</u>.

CTA

Activating data can be frustrating and cumbersome, but this system makes it easy to act on your data. It makes it easier for the consumer to clean their data. It makes it easier for you to market to people visiting your site without making them convert.

Our IMP is the first of its kind. It works to deanonymize your anonymous website visitors, collect and store your first-party data, integrate with your CRM and DMS, and run completely autonomously in the background.

The IMP powered by FullThrottle has been cookieless and privacy compliant since its inception.

Stream Companies offers several solutions for dealerships. To see the full advantages of FullThrottle's IMP, click here