



FULLTHROTTL

activ8



CASE STUDY

Tampa Honda

ACTIV8 OFFERS TAMPA HONDA A 19% INCREASE IN SALES

Tampa Honda, part of the Lithia Group, had a goal to increase service appointments and to convert those clients to showroom traffic. They found that using an old school equity mining tool simply wasn't showing the numbers they were hoping for.

Once Activ8 was installed, Tampa Honda deployed every available tactic with Activ8 – email, mail, display, and geo-fencing.

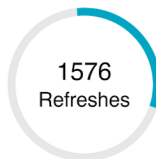
By leveraging all that Activ8 has to offer, Tampa Honda gained insights they didn't have prior to using the platform. Tampa Honda's customers are sent a monthly virtual Vehicle Wallet, where they can update their vehicle information. By doing so, it provides Tampa Honda with clean, first-party data that this dealership can use and activate on. Given the chance, consumers will interact with their data.

These insights include our lifetime statistics.

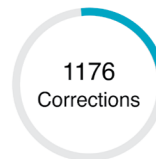
Wallet
Reviews



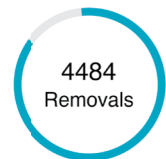
Wallet
Updates



Mileage
Updates



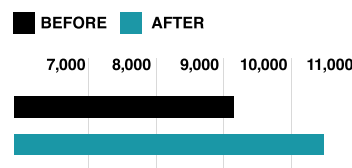
Vehicle
Deletes



Within a year, they saw service appointments increase from 9,070 to 10,412 and sales increase from 2,687 to 3,186. That's a **15% increase** for service appointments and a **19% increase** in sales from customer retention.

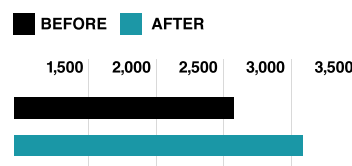
Additionally with the lifetime statistics, Tampa Honda uses this information to conduct lookback campaigns. Tracked by AI, customers who interact with the virtual Vehicle Wallet will be pushed into the CRM as they get closer to buying. With Activ8's PowerBoard Reporting, dealerships can see how many customers fit into the segments placed in, like lease overage and high APR. Schedule your demo today to see how Activ8 can increase both service and sales traffic for your dealership.

SERVICE APPOINTMENTS



15%
INCREASE

SALES



19%
INCREASE

SCHEDULE YOUR FREE DEMO TODAY!



fullthrottle.ai/demo