

NADA Recap Blog Post – Top Three Highlights of NADA 2022

This was an exciting year for FullThrottle at NADA 2022. We had two of our very own speak. Bill Parlamen, our Chief Marketing Officer, presented on “The Anatomy of a Digital Audit”, and Julia Giacoboni, Director of Special Projects, presented on “RIP Lifecycle Marketing”. We learned so much, met new people, and reconnected with old friends.

In case you are unfamiliar with NADA, it is the largest automotive conference. If you didn’t have the chance to attend, be sure to read on! And if you *aren’t* in the automotive industry, we believe these highlights may still relate to you and your business. If you aspire to future-proof your business, this is an article for you.

With NADA being a whirlwind of an event, we wanted to share our top three highlights from this year.

Highlight Number One:

Support for third-party cookies is going away by the end of 2023. Why is this important? It means targeting and retargeting marketing efforts will need to change. Third-party data is a large source for advertising. Without third-party cookies, collecting quality third-party data will become harder.

Which means now is the perfect time to lean into first-party data. Why? Several reasons:

- 1) To gain a higher return on your marketing investment
- 2) To convert more digital traffic into showroom traffic
- 3) Closed-loop marketing attributions will hold your vendors accountable

But how do you collect first-party data?

First, you can start with the information you have in your CRM or DMS. That won’t be enough to truly activate on, so you need future-proof technology you can invest your business’s future in.

Luckily, we can help. ShopperSuite is patent pending, cookieless technology that resolves anonymous website visitors across multiple devices into real in-market addressable households.

It’s main key pillars – identify, market, measure.

Identify: deanonymize your website visitors

Market: Activate always-on instant and look-back marketing campaigns with your first-party data

Measure: Measure actual sales by marketing channel to a household.

Not only will ShopperSuite help you collect first-party at scale – it is all done in a privacy compliant manner.

Highlight Number Two:

Building Loyalty. RIP old school data mining tools – a thing of the past.

Dealers have been trying to build loyalty with previous consumers by getting them to buy more things. Newsflash – it isn’t working.

Dealer's databases are shrinking with opt-outs because consumers are exhausted of being overmarketed to. Think about your 20 email blasts in a month. Every tool on the market that is offered for customer retention is dealer focused. Activ8 is consumer focused – our platform is designed to make consumers lives easier and better!

Activ8 offers a few benefits.

With Activ8's "My Vehicle Wallet", you have a fully automated loyalty solution platform that accelerates consumers through the sales and service funnel. It does so with the virtual vehicle wallet, offering your customers a chance to clean their data, and with marketing automation.

It also has a competitive edge.

Our direct DMS integration allows for accuracy and efficiency of all our automated messaging. Emails are built as they go out the door with dynamic content being inserted – based on our AI. Every message a customer receives is completely tailored to their customer lifecycle. Another competitive edge is our Hygiene Center – allowing all customer updates to change the database for marketing efforts.

With our digital integration, we can serve digital, video, and audio media to those most in-market and it is fully integrated with ShopperSuite to see who is back on your website.

We can't grow our dealership business if we aren't building loyalty with our customer base. Our goal is to completely automate our customer loyalty efforts, and seamlessly provide relevant information to shoppers every month.

Highlight Number Three:

"Set-it-and-forget-it tools"

With our entire Tech stack, we offer what we call "set-it-and-forget-it" tools, which do not require additional hands-on keyboards or any training to use them. They are fully functional, working in the background with all your other marketing tools.

Most other tools require a dedicated dealership employee to run it. If that employee leaves at some point, then you are stuck with a "ghost tool" and in a year contract – unaware of how to use it. With both ShopperSuite and Activ8, you never have to worry about that. Both platforms offer the ability for you to log in and check out how it's running, but you do not have to. If anything, reviewing the data collected should be done with your marketing guru.

We know how busy dealerships are and the day-to-day bustle you face. Let FullThrottle do the heavy lifting for you.

FullThrottle Technologies is a leading Marketing SaaS company, focused on delivering cutting edge applications and data services to our clients, including advertising, media companies, and brands.

To schedule your demo and see how we provide actionable data and insights into your customers:

<https://www.fullthrottle.ai/demo/>