# Big Data Brings New Car Buyers to the Right Dealership at the Right Time

## Background

Temes™ Consulting markets on behalf of major new car manufacturers including Fiat Chrysler, Ford and Toyota to drive dealership visits for new model releases and major promotion events. Temes™ turned to Analyze360™ to leverage consumer sociometric and automobile registration data to identify prospective buyers and match them to their ideal car and offer.

## Challenge

New automobiles are some of the largest purchases made by the average consumer, and buyers face a dizzying array of makes, models and options to choose from, but identifying customers who are in-market for a particular vehicle at a particular time can be challenging for manufacturers and dealerships. **By building demographic, psychographic and financial models for each make and model using Analyze360™, Temes™ was able to build ideal customer profiles for each car on the lot, as well as for competing models at other dealerships.** Combining these profiles with lease and loan expiry data from current car owners within driving distance of the dealership, Temes™ developed highly personalized telesales, directmail and social campaigns to reach qualified buyers with the perfect car waiting for them, freeing dealer sales consultants to focus on closing the deal.

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## Results

By combining sociometric and psychographic data for every US household with existing car ownership information for 125,000,000 vehicles, Temes™ has unprecedented insight into the automobile buying habits and preferences of all Americans. **Leveraging these insights into omni-channel, personalized marketing campaigns for vehicle promotions, Temes™ has grown buyer visits to its customers' dealerships by 317% over a one year period.**

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Intelligent Segmentation

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