



**AI DRIVEN SERVICE MARKETING,
RETENTION, & DATA HYGIENE**

DEALERWING

(213) 632-8211 | [DEALERWING.COM](https://dealerwing.com)

AI DRIVEN TECHNOLOGY

Dealerwing's Dashboard & First-of-its-Kind Service Marketing Engine

CRUISECTRL AI

- Business
- Outside Radius
- Beyond 60 Months
- Bad Addresses

Cleanse & Analyze Your Data

OEM, DMS, Conquest & Recall Data Combined & Validated

Valid Active Customers	
☐ NAME	RECORDS
☐ Retained Customers	693
☐ At Risk Customers	170
☐ Loyal Customers	

BDC Target Customer Lists

Downloadable Customer Lists With Offers for BDC Follow Up



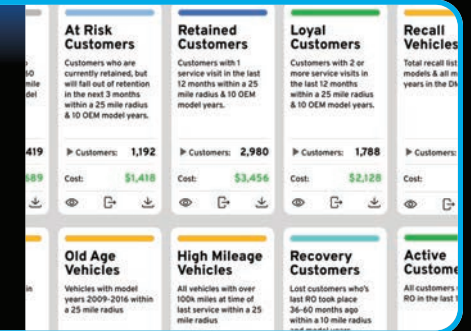
Unrivalled Data Security

Customers' Privacy Protected by Best-in-Class Data Security



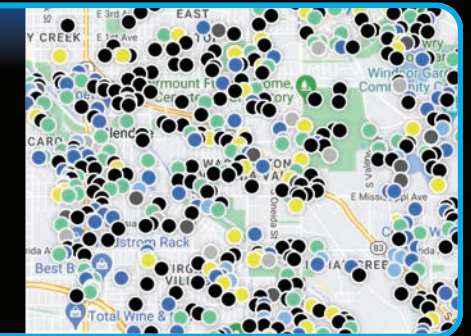
AI Generated Audiences

Campaign Playbooks Designed to Achieve Your Specific Goals



Visualize Your Market

Interactive Mapping of Households, Vehicles, & CDPs



Sales & Service Reporting

See the Results of Campaigns on Both Sides of the House



In-Depth Market Evaluation

Find Opportunities in Your Market That You Never Knew Existed



Highly Targeted Campaigns

Retention, Recalls, Conquest & Declined Service

Our Proprietary AI Finds Specialty Audiences That Convert at Higher Levels, Generate the Most Revenue, & Affect OEM KPIs



Total Records
57,773
Unvalidated Data

Validation Rate
41.67%
Total vs Valid

Flagged Records
26,012
Failed Validation

Valid Inactive
24,074
Total Customers

Valid Active
7,687
Total Customers

It All Starts With Quality Data!

AI-Driven Data Hygiene & Optimization

Our Proprietary AI Validates Data & Purges Bad Records to Increase Campaign & Budget Efficacy

AI AUDIENCES & CAMPAIGNS

Campaigns That Achieve YOUR Unique Goals

Traffic

Drive CP & Warranty RO Count



Retention

Increase OEM Retention Metrics



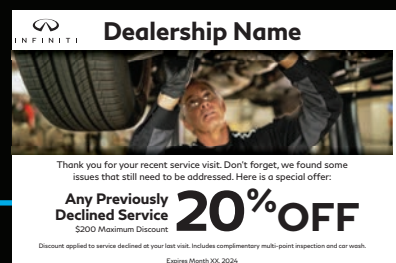
Revenue

Increase Total & Average RO Value



Declined Services

Recover Deferred Services



Recall

Target Specific OEM Recalls



Conquest

Target Lost & New Customers



Old Age

Capture the Most Profitable Repairs



Specialty

Holiday, EV, Grand Openings, Etc



Custom

Designed for Unique Dealer Goals



33 OEM-Specific Platforms, CO-OP, & Service Retention Expertise

- Service Effectiveness
- OEM Incentives & Programs
- Qualified Service Visits
- President's Clubs
- CO-OP Utilization
- Customer Satisfaction Index

- Complimentary Maintenance Programs
- Service-to-Sales Hand Off

MARKETING CHANNELS

Reach Your Customers Via Multiple Touchpoints Each Month

First Class Direct Mail

Postal Class Optimizes Speed to Market & Ensures Deliverability



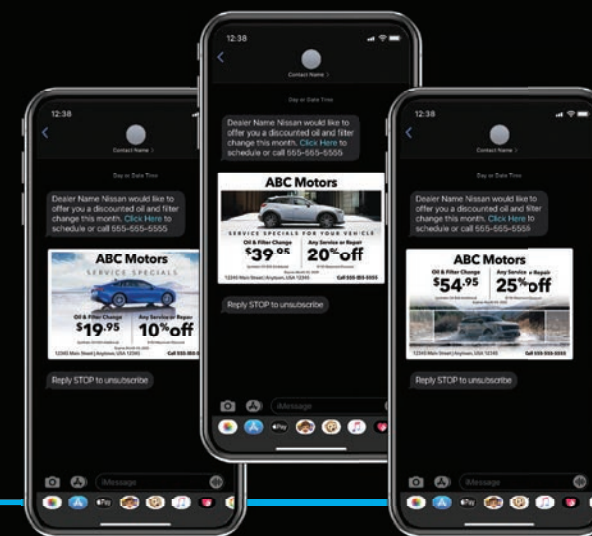
Email Campaigns

Drives Bursts of Traffic & Maintains Your Brand Presence



SMS Text Messaging

Put Your Brand in Your Customers' Pockets to Increase Conversion



Social Media Advertising

Engage With Your Customers & Build Your Brand Equity



Campaigns Launch in Continuous & Reliable Monthly Cycles



CLICK & CALL ENGAGEMENT

Increase Engagement With A Personalized Post-Click Experience

ABC Motors

Welcome, Adam

2024 INFINITI QX80

Schedule Regular Service →

Adam Smith

ABC Motors Inc.

Service Hours

Your Offers

Book This Offer →

ABC Motors

Oil & Filter Change \$54.95

Any Service or Repair 25% off

Disclaimer

Book This Offer →

Dealership Name

20% OFF

ABC Motors Inc.

Welcome, Adam

INFINITI

INFINITI QX80

VIN: *****12345678 Mileage: 187,164

Schedule Regular Service →

Adam Smith

1321 Main Named Street, Apt 304 Anytown, US 84321

(888) 888-8888

adamsmith@example.com

ABC Motors Inc.

54321 Main Named Street Anytown, US 54321

(888) 888-8888

adamsmith@example.com

Get Directions

Service Hours

Monday 08:00 AM - 06:00 PM

Tuesday 08:00 AM - 06:00 PM

Wednesday 08:00 AM - 06:00 PM

Thursday 08:00 AM - 06:00 PM

Friday 08:00 AM - 06:00 PM

Saturday 08:00 AM - 06:00 PM

Sunday Closed

Book This Offer →

ABC Motors

Oil & Filter Change \$54.95

Any Service or Repair 25% off

Dealership Name

20% OFF

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ABC Motors

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Any Service or Repair 25% off

Dealership Name

20% OFF

Personalized Landing Pages

Generate Appointments From Dedicated Landing Page for Every Customer



TRANSPARENT REPORTING

Transparent Reporting Showcases All Major Service & Sales KPIs

Dealership Name

Report Date Range 09/03/2025 to 10/13/2025

Selected Campaigns A3995 Sent: 08/29/2025 B4995 Sent: 08/29/2025 C5995 Sent: 08/29/2025

Performance Overview

Communications 3,055 Total Customers

Responses 365 Total ROs

Revenue \$118,599.92 Total Revenue

Engagement 11.95% Transaction Rate

ROI \$39.21 Per Dollar Spent

AVG RO \$324.93 CP/WARR

RO Overview

Customer Pay \$83,786.43 Total Revenue

Warranty \$34,813.49 Total Revenue

Last Activity 239 Days Since Last RO

RO Frequency 13 Daily

RO Frequency 60.8 Weekly

Creative Performance Breakdown

ABC Motors

Oil & Filter Change \$54.95

Any Service or Repair 25% off

Lost Customers 2,378

Total ROs 113

Total Revenue \$140,538

Avg RO \$175.50

CP ROs 87

CP Revenue \$32,884

Avg CP RO \$166

Warranty ROs 26

Warranty Revenue \$107,654

Avg Warranty RO \$185

Transaction Rate 2.1%

Daily Traffic & Campaign ROI

Live View of Campaign ROs & Revenue

Conquest & Lost Souls Report

Newly Retained Customers Attributed Solely to Dealerwing

Offer & Creative Analysis

Identify Best Performing Offers to Drive Desired Results

Customized Phone Call Tracking, Reporting, & Review

Call Detail Report

REFINE REFRESH ACTIONS

Number of Calls 43 (All Calls)

Answered Calls 27 (63% of All Calls)

Missed Calls 16 (37% of All Calls)

Unique Callers 39 (91% of All Calls)

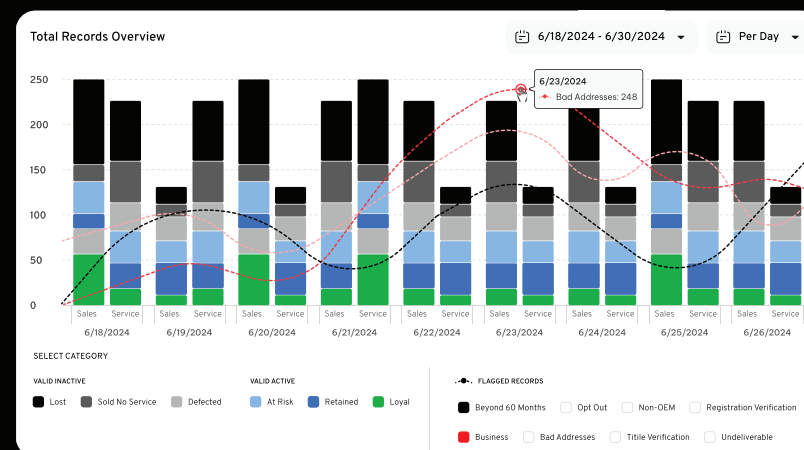
Repeat Calls 6 (14% of All Calls)

Call Durations: All Calls

	Start Time	Tracking Number	Caller Number	City	State	Status	Time Zone	Duration	Campaign Name
	2019-07-01 14:06:08			OSSIAN	IN	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-06-17 14:51:45			GRAND PRAIRIE	TX	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-06-11 12:44:54			DARIEN	CT	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-06-04 19:55:47			LA HABRA	CA	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-05-14 11:01:07			Mobile	AL	N	Eastern	00:00:00	ABC Landscaping Ltd.

Campaign Phone Call Tracking

Listen to Every Campaign Call With Attribution by Channel, Appended Customer Information, & Opportunity Insights Even Without Any Form Fill



Select a Category

Total Revenue

CP Revenue

Warranty Revenue

DW Upsell

Average RO

Repair Orders

CP ROs

Warranty ROs

Joel Morgan 422

Top Advisor - ROs Joel Morgan 422

Top Advisor - Revenue John Smith \$155,488

Top Advisor - DW Upsell Tracey Johnson \$422

Total ROs 1,212

Avg Per ROs \$325.20

Total CP \$390,524.93

Total Warranty \$59,411.64

Total Revenue \$449,936.57

Code	Name	CP ROs	Matched CP ROs	DW Percent	Avg CP	Matched Avg CP	DW Upsell	Total CP	Total Warranty	Total Revenue
JNS	John Smith	340	127	37.4%	320.25	312.60	\$86.89	\$108,886.58	\$16,328.12	\$125,214.70

20 Group Composite Report

Real-Time Visibility of Increased Retention & Loyalty

Performance Reporting

Direct Mail, Email, SMS Texting, & Phone Call Reporting

Service Advisor Effectiveness

Total vs Campaign-Matched RO Advisor Performance



RELATIONSHIPS

We Have Relationships With the Biggest Dealer Groups.



Paragon Honda



Paragon Acura



ANDERSON Automotive Group
DRIVEN TO LEAD



Sutherlin|Automotive



Hudson
Automotive



MOSSY
AUTOMOTIVE GROUP



Piazza Auto Group



TOM WOOD
AUTOMOTIVE GROUP



Cardinale Group



Corwin

GERMAIN

SCHOMP

Baxter



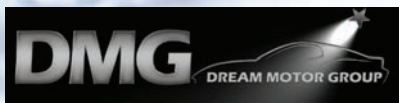
KNIGHT



PEDDER
AUTO GROUP

ALM

TOWBIN
MOTORCARS



ZT AUTOMOTIVE
DRIVEN BY EXCELLENCE



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