



**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



Unrivaled Data Security

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



AI Generated Audiences

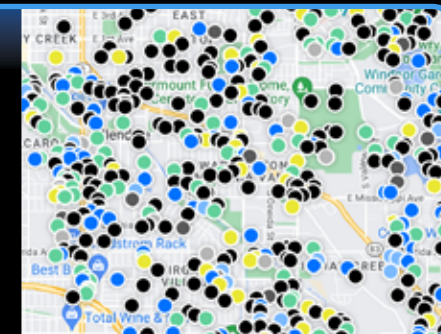
Campaign Playbooks Designed to Achieve Your Specific Goals

At Risk Customers	Retained Customers	Loyal Customers	Recall Vehicles
Customers who are currently retained, but will fall out of retention in the next 3 months within a 25 mile radius & 10 OEM model years.	Customers with 1 service visit in the last 12 months within a 25 mile radius & 10 OEM model years.	Customers with 2 or more service visits in the last 12 months within a 25 mile radius & 10 OEM model years.	Total recall for models & years in the last 12 months.
Customers: 1,392	Customers: 2,900	Customers: 1,788	Customers: 1,788
Cash: \$1,418	Cash: \$3,456	Cash: \$2,128	Cash: \$2,128

Old Age Vehicles	High Mileage Vehicles	Recovery Customers	Active Customers
Vehicles with model years 2009-2016 within a 25 mile radius.	All vehicles with over 100k miles at time of last service within a 25 mile radius.	Last customers who's last RO took place 24-60 months ago within a 10 mile radius.	All customers RO in the last 12 months.
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Visualize Your Market

Interactive Mapping of Households, Vehicles, & CDPs



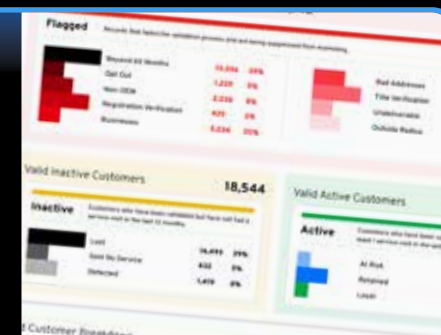
Sales & Service Reporting

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



Generate Appointments From Dedicated Landing Page for Every Customer

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 Duration: All Calls

	Start Time	Tracking Number	Caller Number	City	State	Status	Time Zone	Duration	Campaign Name
	2019-07-01 14:06:08			OSAN	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 12:48:54			DARTEN	CT	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-06-04 19:53:47			LA HABRA	CA	N	Eastern	00:00:00	ABC Landscaping Ltd.
	2019-05-14 11:01:07			Mable	AL	N	Eastern	00:00:00	ABC Landscaping Ltd.

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



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	Responses	Revenue	Engagement	ROI	AVG RO
3,055	365	\$118,599.92	11.95%	\$39.21	\$324.93
Total Customers	Total ROs	Total Revenue	Transaction Rate	Per Dollar Spent	CP/WARR

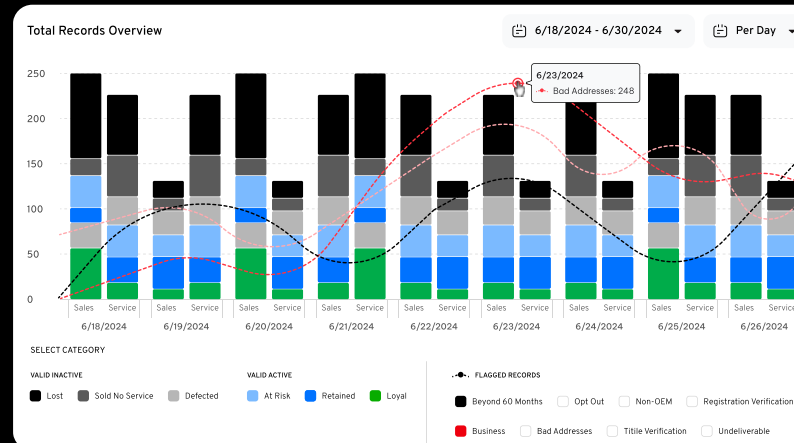
RO Overview

Customer Pay	Warranty	Last Activity	RO Frequency	RO Frequency
\$83,786.43	\$34,813.49	239	13	60.8
Total Revenue	Total Revenue	Days Since Last RO	Daily	Weekly

Live View of Campaign ROs & Revenue

Newly Retained Customers
Attributed Solely to Dealerwing

Identify Best Performing Offers to Drive Desired Results



Real-Time Visibility of Increased Retention & Loyalty

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

Total vs Campaign-Matched RO

Advisor Performance





RELATIONSHIPS

We Have Relationships With the Biggest Dealer Groups.



Sutherlin|Automotive



Piazza Auto Group



Corwin

GERMAIN

SCHOMP

Baxter



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