Resource

Automotive CDP Vendor Questionnaire & Integration Checklist

CDP and MAP Platform Evaluation

PASCHGROUP

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EXECUTIVE SUMMARY

Automotive dealers and multi-store groups are investing in Customer Data Platforms (CDP) to maximize the lifetime value of their customer portfolio, unlock new revenue streams, and deliver a superior customer experience (CX). These organizations have become frustrated with inconsistent messages and marketing offers being delivered to customers because there is no single source of truth for accurate customer data and online shopping activity.

CDPs help an automotive dealer to identify their best customers and create bespoke experiences to retain their business. In the past, dealers have relied on lifecycle marketing companies and their proprietary workflows to retain customers. With CDP technology, dealers can *know* the cadence of customer communications and trigger personalized offers based on each customer's activity.

> ***CDPs give dealers an audit trail for actual marketing costs across all media channels, which provides greater fiscal control in marketing expenses. This has previously been an opaque line item in their budgets.***

Known Customer Identification

Dealers have always been frustrated with the behavior of consumers who visit their websites. Less than 2% all website traffic converts to a lead form. Using deterministic identity resolution frameworks, dealers can receive shopper alerts when *known* consumers return to their website(s), allowing personalization and proactive outreach without having to wait for the shopper to complete a lead form. Instead of getting 500 leads a month to chase in the BDC, dealers can know when their 2,000 customers are on their website, in real time, each month.

Unknown Customer Identification

Depending on the identity resolution framework utilized by the CDP, dealers can also deanonymize a high percentage of consumers who visit their websites to shop for vehicles or service. By knowing the name, address, email, and phone number of anonymous shoppers, CDP platforms can deliver direct mail, email, OTT messages, and enhanced online advertising capabilities. While probabilistic identity resolution technology is not new, CDPs allow dealers, for the first time, to collect, activate, and manage valuable shopper data.

Educational Resources on CDPs

In the summer of 2023, I published my first research report on automotive CDP platforms. This questionnaire grew out of consultations we are having with dealers about first-party data management using CDPs and Marketing Automation Platforms (MAP). The more we speak with dealers, one point remains clear:

Dealers need assistance in evaluating CDP and MAP platforms. The financial benefits of CDP are indisputable, but the path to greater savings, revenue, and retention is not that clear.

Dealers interested in training their teams on first-party data management tools (CDP) and advanced marketing activation platforms (MAP) are invited to sign up for my mentoring program starting in March 2024 and running through to the Digital Marketing Strategies Conference (DMSC) in June.

Regulation Concerns Are Real

Dealers are also fearful of regulatory penalties for improper management of customer data and requirements that all personal information (PII) be encrypted in-transit and at rest. For years, dealers have been exporting lists from their CRM and DMS and sending the unencrypted data to agency partners via email or FTP. This behavior must stop unless dealers are willing to risk large fines and penalties from governing agencies.

Using This Document

This CDP vendor questionnaire and our associated data integration checklist are designed to help dealers ask the right questions on a topic which may be very new to them. For dealership executives who have experience with first-party data management, data warehouses, and marketing activation, this questionnaire will supplement your knowledge and fill potential gaps in your discovery processes.

We will also be interviewing the top CDP vendors in Q1 of 2024 and publishing an updated marketplace report. It will include more in-depth coverage of each platform and an open discussion of our findings at the Digital Marketing Strategies Conference on June 2-4, 2024. If your organization would like assistance evaluating, scoping, and implementing a CDP, please reach out to us to discuss how we can help.

INITIAL DATA HYGIENE

For most dealers, their DMS data is a mess. Correction, all dealers have this problem. Regardless of what a DMS vendor has promised, dealers will find records in the DMS with missing, bogus, or dangerous email addresses. You will find missing mobile phone numbers which impact your ability to communicate with your customers over the phone or via opt-in SMS.

The DMS is unaware if your customer still owns the vehicle listed in your historical transaction. All dealers know that they are sending service reminders or buyout offers to consumers who no longer own their vehicle. CDPs with proper data hygiene processes significantly reduce marketing waste.

Anyone who is starting a CDP project needs to get specific answers on how the CDP/MAP vendor will perform initial data hygiene and if the DMS will be updated to show correct historical data.

Keep in mind that CDPs that use deterministic identity resolution need accurate email addresses and phone numbers to stitch an anonymous shopper to a known entity. If the data in your DMS is dirty, and is not corrected, future transactions will likely push bad data into the CDP. Why? Because your dealership employees may not consistently ask the customer to validate their email addresses and phone numbers when transactions occur.

Since we know we can't control the quality of information going into the DMS without a data verification process for each transaction, dealers will need to discuss how to mitigate future data errors and how to correct them in the CDP/DMS when the dealer can't email or call a customer any longer. Here are questions you should be asking:

Questions Regarding Initial Data Hygiene	Yes	No
1. Will you be able to export the historical data from the DMS or do you need to be provided with the historical data files?	☐	☐
2. Will you score the primary email address in the DMS and replace/update/add the email address if a better one is found?	☐	☐

- If yes, how do you validate the authenticity of the contact information in the records?

- What threshold on email delivery scores do you use to determine if an email should be replaced?

Questions Regarding Initial Data Hygiene

	Yes	No
3. Will you add mobile phone numbers which are missing in customer records?	☐	☐
4. Will you run all addresses through NCOA to get an accurate current address?	☐	☐
• What do you do with the old address or address history?		
5. Will you determine if the vehicle is still owned by the consumer?	☐	☐
• If yes, what is your accuracy rate in identifying current owners?		
◇ Which companies do you use for VIN verification?		
6. Will you merge DMS transactions at the same mailing address to build household models?	☐	☐
7. How is data hygiene handled each day/month/quarter going forward to make sure customer records are up to date?		
8. Do you support unique store IDs which can be specified by the DMS or by the dealership?	☐	☐
9. Do you have a third-party data hygiene partner that you recommend?	☐	☐
• If yes, which companies and for what purposes?		
10. Do you offer a unique data hygiene strategy that is not used by other CDPs?	☐	☐
• If yes, please explain:		
11. What tools are available to allow customers to directly clean/update/manage their own zero-party record-level data in your platform?		

IDENTITY RESOLUTION & PII

Identity strategies and their implementations help us to identify a person. However, behavior, audiences, and attributes help us to personalize experiences whether you are anonymous or identified. Identity resolution falls into two general categories: deterministic and probabilistic matching. In both cases, the visitor is assigned a digital ID, which is persistent throughout their customer journey.

It's an assumption that companies need to choose between deterministic and probabilistic matching when, in reality, both are beneficial. Companies are leaning increasingly toward identity-first solutions because of the value of a real-time, personalized connection with their customer. With the ever-shifting landscape of cookies and other mechanisms, dealers will need to determine the best way to identify customers and consumers who engage with their online assets.

Probabilistic matching is often employed for personalization when identity can not be "determined." The matching rules need data from forms, website actions, and more, just like deterministic matching rules. The only difference is that probabilistic matching is less strict, allowing for variance in identity and particular treatment based on confidence.

For example, seeing your vehicle purchase history may be possible at 90%, but if you are trying to finance something, 100% is required, which is a deterministic identity requirement.

CDPs that use deterministic matching will wait for a consumer to complete a form or click on a link in an email which brings them to the dealer's website in order to match their personal information (PII) to the online digital ID assigned to them. When the consumer returns to the dealer's website, the identity resolution will know who they are and enable the CDP to trigger personalized marketing, communications, or website offers.

Probabilistic identity resolution does not have to wait on a customer to complete a form since they will use proprietary technology to identify consumers who shop online. If the CDP uses this identity resolution technology, they can personalize the website, marketing, or communications on the very first visit.

For CDPs that use probabilistic identity resolution, when a customer does fill out a form, their probabilistic model can confirm the identity or update their consumer record with the information from the completed form. It is important to understand which identity resolution models are being used and how companies build permissible use of customer data that was not provided on your website or through a financial transaction.

When a consumer submits their information into a form, we call that zero party data because it is the most accurate. Many of the tools on a dealer's website which collect a consumer's name, email, and phone

numbers using a form are added to the website using technology called an iframe. Iframe technology is common for chat, digital retailing, service schedulers, merchandising tools, and finance applications.

Iframe technology creates some unique challenges when deterministic identity resolution is used to track consumers online. Why? That is because an iframe works like a second website that is disconnected from the dealer's main website identity resolution tags.

Dealers will want to match the consumer's PII from any form fill (zero party data) to the digital ID created by the CDP's identity resolution technology. Each application on a dealer's website should support real-time identity resolution to allow for more anonymous shoppers to be resolved into a known consumer in the CDP from data the consumer provides. Sadly, many tools can't see the ID tags on the main website.

Questions on Identity Resolution and PII

	Yes	No
1. Do you license (white label) an identity resolution platform?	☐	☐
• If yes, who are you partnering with?		
2. Which level of identity resolution services do you provide? (Select one level)		
Level I — Identity resolution on the dealer's website when a consumer completes a form (zero party data) allowing us to stitch the consumer PII with their identity key.	☐	
Level II — In addition to Level One, we will deanonymize a percentage of website visitors on the dealer's website based on our proprietary online consumer profiles.	☐	
Level III — In addition to Level Two, we will deanonymize local shoppers who are visiting competing dealer websites, marketplace websites, or taking actions online which signal that they are shoppers for a vehicle or seeking service. In this case, the consumer does not have to visit the dealer's website to know who they are.	☐	
3. If you use probabilistic modeling (Level II and III), what percentage of anonymous traffic to a dealer's website do you confidently claim to match to a known consumer (i.e., name, address, email, and/or phone)		
• How can dealers test the accuracy of your anonymous data resolution framework?		
4. Does your identity resolution framework on the dealer's website update the CDP in real time when a customer fills out a form?	☐	☐

Questions on Identity Resolution and PII

Yes No

- What data fields are you using to determine a unique consumer in the CDP?

- What are you doing when a consumer has multiple email addresses and two phone numbers in the DMS?

5. Which website platforms are directly integrated into your identity resolution framework to match previously anonymous consumers to a known consumer in real time when the consumer fills out a form?

6. Which digital retailing tools are directly integrated into your identity resolution framework to match previously anonymous consumers to a known consumer in real time when the consumer fills out a form?

7. Which chat tools are directly integrated into your identity resolution framework to match previously anonymous consumers to a known consumer in real time when the consumer fills out a form?

8. Which trade tools are directly integrated into your identity resolution framework to match previously anonymous consumers to a known consumer in real time when the consumer fills out a form?

9. Which service scheduling tools are directly integrated into your identity resolution framework to match previously anonymous consumers to a known consumer in real time when the consumer fills out a form?

10. Can your platform handle merging of duplicate customer profiles that may result from inconsistent PII data entries? ☐ ☐

DATA INTEGRATION AND RECORD UPDATES

Consumer engagement with a dealership is very different from e-commerce customers. Dealership customers will call, text, email, shop online, and visit their local dealership. Your CDP evaluation team will need to determine which contact points should be included in the master customer record and which technology partners on your website have to send shopper behaviors into the CDP.

Keep in mind that most dealer websites have 3-6 different software products on their websites that capture parts of the consumer shopping journey. These software products include chat, SMS, digital retailing, trade tools, credit applications, and finance tools. All of these software tools can send events into the CDP, so you need to ensure that they will work with you and your CDP vendor.

It is our position that when a consumer calls the dealership, their master record should be updated with the reason for the call and the outcome, if known. The same reasoning applies if they text or email with the dealership, which can be spread across programs outside the CRM.

The CDP should also be capturing all shopping signals from the dealership's website which have been standardized, using a naming convention for GA4 events established by the Automotive Standards Council (ASC). These events cover every click, hover, swipe, and conversion on automotive dealer websites.

Ask your CDP candidates which data sources they ingest and to complete the open-source CDP Data Integration Checklist.

Questions Regarding Data Integration and Record Updates	Yes	No
1. Which events and conversion data do you bring into the CDP from the dealership websites?		
• Is the data updating the CDP in real time?	☐	☐
2. Do you bring in GA4 shopper events from digital retailing tools, chat tools, service schedulers, and trade tools which support the ASC specification?	☐	☐
3. Do you update the CDP each day with inbound and outbound calls to customers?	☐	☐
• If yes, is it in real time or batched at night?		
4. Do you update the CDP each day with inbound and outbound text messages to customers in the CDP?	☐	☐
• If yes, is it in real time or batched at night?		
5. Do you update the CDP daily with new and updated transactions in the DMS?	☐	☐

Quesions Regarding Data Integration and Record Updates

Yes No

- If yes, which DMS companies are you integrated with?

- Is your connection certified for each DMS you listed? ☐ ☐
- Are you using API or flat file SFTP data transfers?

6. Do you update the CDP with new and updated records from the CRM? ☐ ☐
   - If yes, is this connection via API or flat file SFTP data transfers?
7. Do you update the CDP with vehicle recall data? ☐ ☐
   - If yes, from which source(s) and how often?
8. Do you update the CDP with third-party vehicle ownership data?
   - If yes, from which source and how often?
9. Do you update the CDP email address when an email message, sent by a marketing campaign, bounces? ☐ ☐
   - If yes, how quickly is the update made?
10. If a consumer opts out of an email campaign from one store in the dealer group, are they taken off all email campaigns in the CDP going forward, including other group stores? ☐ ☐
11. If a consumer calls the dealership and asks to be placed on a Do Not Call list, how does the CDP handle this task?
12. How do you manage the integration of data from non-standard sources that might be unique to a dealership?
13. Can the platform integrate with predictive analytics tools to forecast market trends or inventory demands? ☐ ☐
14. Does the CDP update the CRM to create tasks for sales associates or to update customer data (i.e., Do Not Call) based on audiences in the CDP? ☐ ☐
    - If yes, with which automotive CRM platforms do you have integrations completed?
15. If an integration doesn't exist, does the CDP offer a public API key to plug into zapier/ webhooks, etc? ☐ ☐

AUDIENCE CREATION AND MARKETING ACTIVATION

Once the data in the CDP is accurate and updated with daily online and in-store activities, audiences can be created to power marketing campaigns and personalized messaging. Instead of exporting lists (i.e. CSV files) of customers to use in marketing campaigns, dynamic audiences of consumers can be sent securely to marketing platforms which enhances data privacy and security and will reduce campaign management costs.

Dealers will need to understand the process by which audiences are created in the CDP and if they can create audiences on their own without customer support involved. Dealers should also ask if the CDP automatically gives the number of consumers that are currently in any audience or proposed audience. If an audience is too small, some platforms like Google and Meta may not run the campaign.

Dealers also need to understand which marketing platform connectors are available for data activation. Google, Meta, and email platforms are common connectors for CDP platforms, so you need to see what other platforms are available. For example, if you plan to run OTT campaigns, can the audiences be sent to Trade Desk, Amazon Advertising, or to your preferred OTT partner.

There are two major types of automotive CDPs which should be considered. The first are CDPs which focus on: identity resolution, unlimited data integrations, creating a unified customer record, and creating audiences which can be used for marketing. These companies do not run the marketing campaigns, but will send the audiences to most any marketing platform or agency.

The second type of CDP are those that provide limited data integration with consumer touchpoints to create unified customer records but also offer marketing services. In this category, dealers will need to ask if the marketing services must be done by the company (100% turnkey) or can the access to audience data and marketing be shared.

Questions Regarding Audience Creation and Marketing Activation	Yes	No
1. How are audiences created?		
2. Can I create audiences on my own?	☐	☐
3. How many audiences can I create?		
4. Once I create an audience, is it immediately ready to use?	☐	☐

Questions Regarding Audience Creation and Marketing Activation

	Yes	No
5. What types of dashboards or reports do you have that show audience size, changes over time, and performance from activation campaigns?		
6. Do you have tools which allow us to explore the data in the CDP to consider new audience opportunities based on audience size and business needs?	☐	☐
• If not, which data visualization tools do you recommend?		
7. Can dealers create suppression audiences based on recent purchases or service visits?	☐	☐
8. Are changes in audience membership, triggered by the actions of the consumer, in real time or are they processed at night?		
9. How many connectors do you have built for email marketing platforms?		
• Which email activation platforms do you support?		
• Do you have any bi-directional email connectors that will send messages to the CDP when any email addresses bounced or when consumers in the list have email addresses that will not be mailed because they fail the platform's quality standards?	☐	☐
10. How many connectors have you built for direct mail companies which can send OEM compliant mail pieces to consumers?		
11. Do you have audience connectors for OTT campaigns?	☐	☐
• If yes, which platforms do you support?		
12. Do you have an audience connector built for Amazon advertising?	☐	☐
13. Do you have an audience connector built for Bing advertising?	☐	☐
14. Do you have an audience connector for SMS platforms?	☐	☐
• If yes, which platforms?		

Questions Regarding Audience Creation and Marketing Activation

	Yes	No
• Which is your preferred SMS partner for automotive dealers?	☐	☐
15. Do you have an audience connector for traditional TV MVPDs (Comcast, Charter, Cox, etc.)	☐	☐
• Do you have an audience connector for traditional radio (iHeart Media, Audacy, etc.)		
16. Does your company offer marketing activation services from the CDP?	☐	☐
• If yes, do dealers have to use your company for all marketing campaigns which use audiences from the CDP?	☐	☐
• If no, explain how multiple agencies or our internal team can work with your services:		
• Do you have an API that allows free access to audience data?	☐	☐
17. Have you completed any integrations with automotive website companies who will personalize a website experience based on shopper profiles created in the CDP?	☐	☐
18. Have you integrated with any marketing agencies that are OEM co-op approved?	☐	☐
• If yes, please list those agencies:		
19. Can your platform predict the future value of a customer based on interaction data, and how does it inform audience segmentation?	☐	☐
20. Can your platform predict when a consumer will be back in-market?	☐	☐
• If yes, explain how your behavior prediction model works:		
21. Do you have an AI marketing assistant powered by generative AI?	☐	☐
• If yes, which model?		

DATA ACCESS AND RISK ASSESSMENT

If dealers place all their customer data in the cloud, then dealers need to understand how their CDP provider will protect their data. Conversations should also include how the CDP company evaluates risk and when will your dealership be notified when a threat has been identified which may have compromised data security.

Data access charges may apply to DMS and CRM integrations, so you will need to ask specific questions on fees and how each platform your dealership uses will be connected to the CDP. Again, you should have any CDP company fill out the open-source CDP data integration checklist to document their current integrations.

Once a CDP is first operational, there will likely be other integrations or use cases that you will want to achieve. Every time you connect a new vendor who will send or receive data from the CDP, you will want to inquire about their data security policies and who will have access to the data. You will also want to identify the people in the dealership who will have admin access and operational access to the CDP.

Questions Regarding Data Access and Risk Assessment	Yes	No
1. Do you charge my vendors a CDP data access fee when our dealership wants to grant access to them?	☐	☐

2. What are the security frameworks that are in place to protect the dealership's data in your cloud storage framework from online hacks?

3. What is the insurance coverage that you have in place for data hacks or ransomware attacks that impact your servers?

4. What contracts, policies, and insurance coverage do you have in place with your vendor partners who may access your systems containing your dealership data?

5. In case of a data breach, what is the protocol for notifying the affected parties and mitigating the issue?

Questions Regarding Data Access and Risk Assessment

	Yes	No
6. Do you encrypt all personal information (PII) for consumer data in-transit and at-rest?	☐	☐
7. Have you implemented MFA on all systems processing personal information?	☐	☐

8. How does the platform ensure compliance with global data protection regulations such as GDPR or CCPA?

9. How does the platform manage consent for data collection and usage, especially with regards to marketing communications? Whole system, store only? (Similar to opting out of communications)

10. How do you determine which level of data access should be granted to the data partners which dealers request or third-party vendors that you need for your system to operate properly?

PRICING, CONTRACTS, AND CANCELLATION

The pricing models for CDPs will vary depending on if the platform is just focused on data unification or if the platform does marketing as well. In the second case, dealers can expect higher fees when campaign management and content creation are required each month.

For larger dealer groups, contract terms and pricing will be a bit more complicated because the CDP platforms used by Fortune 500 companies are not based on store counts but on customer events that are being tracked. Don't be scared of these pricing models because the net cost to a store is surprisingly competitive when you compare what more scalable platforms will offer.

Unlike canceling a website platform or firing an agency, when you leave your CDP vendor you have to have a clear plan for data migration. I would equate changing a CDP platform to changing a DMS platform. You will want to see how all your transactional data and unified customer records can be ported over to a new CDP platform.

Choosing the right CDP / MAP vendor for your dealership is very important. If you need help with the technology assessment, planning, and RFP process, reach out to our company for help.

Questions Regarding Pricing, Contracts, and Cancellation	Yes	No
1. Do you price your product per dealership rooftop? • If yes, how is price per rooftop determined? If no, how do you price the product?	☐	☐
2. Are there other data access fees associated with the product? • If yes, please outline those fees?	☐	☐
3. What is the minimum term for your contract?		
4. What type of price guarantees or increase caps can be offered when signing a multi-year agreement?		
5. What is your platform cancellation policy?		

Questions Regarding Pricing, Contracts, and Cancellation

	Yes	No
6. How do you help dealers port their customer data to another platform if they cancel their contract?		
• Is there any data in the CDP that will not be transferred to a new platform?		
• Is there a fee to port the data into another platform?	☐	☐
7. Are there any performance metrics or service level agreements that impact pricing or contract terms?	☐	☐
• If yes, please explain:		
8. Does the pricing model accommodate for the scale of the dealership's operations, such as inventory size or number of transactions?	☐	☐

PLANNING, IMPLEMENTATION, TRAINING, AND SUPPORT

Depending on which company you select, training and implementation can vary greatly. For example, a dedicated automotive CDP/MAP platform might do most of all the work for your dealership, and run your marketing campaigns as well. For large dealer groups, there could be a much longer implementation process because of the scope and vision for the project.

Training costs and timelines will also be determined by the degree of shared resources who will be expected to access and activate CDP audiences and how many integration partners will be involved. It's a true rubik's cube that will get a bit more complicated if you are asking for custom integrations or capabilities that are currently not offered by the platform.

Since most dealerships do not have people on staff that have experience with first-party data management, data hygiene, data appending, and API integrations, please make sure you ask all the questions in the document to properly scope the work ahead and identify who needs proper training.

Questions Regarding Planning, Implementation, Training, and Support	Yes	No
1. Does your platform have data limitations on file sizes, number of tables, or data fields?	☐	☐
• If yes, please explain:		
2. Does your platform have any limitations on the type of data that can be ingested? (i.e., structured, unstructured, etc.)	☐	☐
• If yes, please explain:		
3. Does your platform have any transaction limits per hour/day determined by your API?	☐	☐
• If yes, what is the limit?		
4. Does your company implement and train our team?	☐	☐
• If no, who are your integration partners?		
5. Are implementation costs included on our software licensing fee?	☐	☐
• If not, how are implementation costs calculated?		

Questions Regarding Planning, Implementation, Training, and Support

Yes No

- For a dealer group of our size, what do you estimate the implementation costs are?

- For a dealer group our size, how long would you estimate it will take to implement the platform for all our stores?

6. Are training costs included in our software licensing fee? ☐ ☐
   - If not, how are training costs calculated?
7. What training resources online or in-store do you offer?
8. Will our store have a dedicated support team? ☐ ☐
   - If not, explain how support tickets are handled?
9. For a store of our size, do you recommend that a role be created in the dealership to manage and supervise the CDP?
10. What is the expected ramp up time and effort of integration to make your CDP fully operational?

DATA INTEGRATION CHECKLIST

One of the most important discussions you must have with any data management platform is the number of integrations they have in place for automotive technology companies. Many CDPs have integrations with marketing automation platforms (MAP) and CRMs that are not specific to automotive. Since automotive technology partners are often built on walled gardens, you need to ask specific questions on vendor integrations.

I have created the Data Integration Checklist to simplify the process. Make a copy for yourself and add any other integrations that would be important for your organization. Once you've customized your checklist, send it to the CDP vendors on your shortlist (be sure to make a separate copy for each vendor so they don't overwrite each other).

The following companies have proactively completed the checklist to save you time. Those offering specialized automotive data management platforms will keep these sheets up-to-date as they add additional functionality to their CDP framework.

Activator Pro

Client Command

Fullpath

fullthrottle

Orbee

Outsell

GET AN IN-DEPTH CDP EDUCATION AT DMSC

Brian Pasch will be conducting a CDP Planning and Implementation learning lab program as part of the Digital Marketing Strategies Conference this spring. The program consists of three online lessons that lead up to a two-hour live learning lab at the conference.

This learning lab is designed for dealership managers and executives who would like to learn the best approach for planning and implementing a customer data platform. There are 15+ CDPs specific to automotive and another 20+ CDPs for larger dealer groups. Get the right plan in place before deciding which vendor to choose by participating in the program.

What You'll Learn In This Course:

- Grasp the three CDP frameworks and choose the right one for you
- Explore identity resolution in CDPs for better personalization and updates
- Learn to map out data inputs for your dealership's CDP investment
- Identify key vendors and methods for efficient data integration
- Develop CDP use cases for improving variable & fixed ops
- Use CDPs to enhance website engagement and customer loyalty
- Assess the accuracy of your DMS data and its impact on CDP efficiency
- Evaluate data hygiene partners for seamless CDP integration
- Create a cost-effective data hygiene framework to maintain CDP accuracy
- Utilize existing tools for effective in-house data hygiene practices
- Gain insights from dealer case studies on CDP implementation success
- Forge a robust customer data strategy informed by expert feedback
- Choose the best CDP partner aligning with your business and tech needs

When you sign up for this learning lab you gain access to the WhatsApp group to with Brian and fellow classmates. Ask questions, get feedback, and join the conversation!

All of three virtual lessons, the live lab, and the WhatsApp group are included in the price of your ticket to the Digital Marketing Strategies Conference. If you're ready for in-depth CDP training, look no further...

Sign-up today!

LEARN MORE

Additional Resources

- The Rise of CDPs in Automotive Retail
- Automotive CDP & MAP Vendor Directory
- See All Reports Resources, Reviews

Pasch Group

Since our inception, Pasch Group has strived to be at the forefront of the automotive industry, providing cutting-edge consulting, research, and tech assessment solutions. Our vision is to revolutionize the industry by driving innovation and sustainability, while empowering dealers & OEMs with strategic insights and actionable solutions, ensuring their success in an ever-evolving market.

At the core of our mission is the pursuit of automotive innovation and excellence. We strive to empower our clients with strategic insights and effective solutions, leveraging the combined strengths of our consulting, research, and technology assessment services along with our digital marketing and educational subsidiaries. Our goal is to drive success for automotive manufacturers, dealers, and technology companies in a rapidly evolving industry.

Drawing on our extensive industry expertise, we provide tailored solutions for diverse aspects of your dealership's operations. To explore our range of services to find the perfect fit, visit paschgroup.com.

Brian Pasch

Brian Pasch founded PCG Companies - which includes Pasch Group, PCG Digital, Brian Pasch Enterprises - in 2005 to provide strategic sales and digital marketing services to automotive retailers in North America. Brian has published nine books on sales and marketing strategies for the automotive industry and hosts two annual conferences in the automotive industry, which highlight next generation technology, data management, marketing, and sales processes. In 2022, Brian founded the Automotive Standards Council (ASC) to bring together over 100 automotive dealers and technology companies to support unified events in Google Analytics.

Brian is an active keynote speaker and coach to both dealers and members of the automotive technology community. Brian has led PCG's expansion into international markets where his training curriculum is being utilized by dealer groups and manufacturers as part of a modern retail sales process.