



Footprints AI helped Premium Auto, the importer of Jaguar & Land Rover brands in Romania, achieve a 46% conversion rate across their dealership network.



Client

Premium Auto

Staff

250

Solution

Advanced Analytics

Omnichannel
Customer Data &
Audiences

Lead Management
Automation

Case study overview

Premium Auto, the importer of Land Rover Jaguar in Romania, was facing a challenge in converting leads generated and managed by their dealership network across the country. The sales force was struggling to effectively engage and nurture leads, leading to low conversion rates and reduced efficiency of ad spend.

Footprints AI helped Premium Auto achieve a 46% conversion rate, starting from an average of 22% for all leads generated and managed by their dealership network across the country.

This was accomplished in less than 12 months of partnership between the two companies. In addition to the conversion rate, Premium Auto saw a significant improvement in several other key performance indicators (KPIs).



Footprints AI to the Rescue

One of the key drivers of their success was Footprints AI's proprietary artificial intelligence technology capabilities around omnichannel customer data, lead management automation, and marketing automation. These capabilities allowed Premium Auto to effectively manage leads and interact with customers across multiple channels in real-time.

- For example, Footprints AI's omnichannel customer data management allowed Premium Auto to track customer behavior and preferences, providing them with a complete view of the customer journey. This information was then used to personalize marketing and sales interactions, leading to increased engagement and conversions.
- Footprints AI's lead management automation helped Premium Auto to streamline their lead generation process, resulting in faster and more efficient lead follow-up. This, in turn, led to a higher conversion rate for leads generated by their dealership network.
- Additionally, the platform provided insights into lead quality, allowing Premium Auto to focus their efforts on high-quality leads, resulting in even higher conversion rates.
- Finally, Footprints AI's marketing automation capabilities allowed Premium Auto to automate and optimize their marketing campaigns, leading to more efficient ad spend. The platform's advanced analytics and reporting capabilities provided deep insights into campaign performance, allowing Premium Auto to make data-driven decisions about their marketing efforts.



Channels

Web - Mobile - Mobile Devices - Mobile Apps

Unique Data, AI & Automation Capabilities for Automotive

Omnichannel Customer Data

Footprints AI's omnichannel customer data capability enabled Premium Auto to track and analyze customer interactions across multiple channels such as email, social media, website, and phone. This gave the sales team a complete view of each lead's journey, allowing them to personalize their interactions and provide a more seamless customer experience.

Lead Management Automation

Footprints AI's lead management automation capability allowed Premium Auto to automate their lead management process, reducing manual efforts and saving time. The platform's AI algorithms analyzed leads in real-time and prioritized them based on their likelihood to convert. This allowed the sales team to focus on high-quality leads and increase their conversion rates.

Marketing Automation

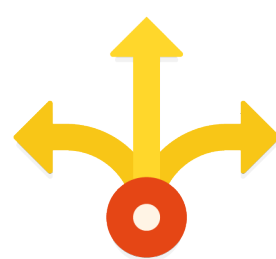
Footprints AI's marketing automation capability allowed Premium Auto to automate their marketing campaigns and target their audience more effectively. The platform's AI algorithms analyzed customer behavior and preferences, allowing the sales team to create personalized and relevant campaigns. This increased the effectiveness of their ad spend and boosted conversion rates.



Predict who your prospects are and what they want based on their behavior.



Hyper automate personalization at scale with the help of AI.



Predictively target leads throughout sales funnel to increase conversion with the right offer at the right decision moment.

The results

In addition to the 46% conversion rate, Premium Auto saw a 23% increase in lead volume, a 45% reduction in lead response time, and a 25% improvement in ad spend efficiency. These results demonstrate the significant impact that Footprints AI can have on a company's sales and marketing efforts and highlight the benefits of partnering with a leading AI technology provider.

SALES RESULTS

46% absolute conversion rate.

ALL IN ONE PLATFORM

Single source of truth, visualizing all sales interactions

IN-DEPTH PROFILING

1 million customer profiles.

Let's get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.