

How the Feel Good Auto Group Uses AutoAlert's GeoAlert to Drive a Repeatable Sales & Acquisition Strategy

Turning intent data into 283 units sold in 90 days—before they could defect.



“Data without an action plan is absolutely worthless. What AutoAlert gives me is the ability to know exactly what action to take—and when to take it.”

Bryan Armstrong | Executive Director e-Commerce
Feel Good Auto Group

THEIR GROUP'S CHALLENGE



The Data Is There.
The Action Isn't.



Misunderstood
Customer Signals



Hidden Vehicles in the
Household's Garage



Customers Are
Shopping Elsewhere

THE SOLUTION: A 3-TIERED GEOALERT ACTION PLAN



Start with what You
Already Know

The vehicle is already
in your CRM ...

- Buyback-focused outreach
- Approach from service, not a sales pitch
- Opens upgrade conversations



Expand — The
Unknown Vehicle

A “no” is a good thing ...

- A “no” means the customer is still shopping
- Shift conversation to other household vehicles
- Unlocks unexpected acquisition opportunities



Fish with a Net — The
Hot Buttons

When resistance remains ...

- Cast wide
- Address the motivators:
 - Rate
 - Trade Value
 - Price
- Immediately pivot back to discovery

THE RESULTS

✓ \$1,496 Average Auction Cost
Avoided per Vehicle

✓ 29,900 Customers
Geotargeted

✓ 304 GeoAlert Ads
Clicked

✓ 16% Contact Rate

✓ 680,196 Total Impressions

✓ 283 Sold Units

READY TO TARGET CUSTOMERS WHO ARE IN-MARKET AND READY TO BUY?

Read more above for a closer look at the process that helped the Feel Good Auto Group reach their goals!

