

How Victory Automotive Group Drives \$196K in Monthly Gross Profit

Activating dormant data to generate \$500K+ in customer pay RO revenue and consistent front-end growth.



“AutoAlert is crucial for us... With just a small investment, you can see the kind of numbers it’s producing. It’s unbelievable. We spent \$2K–\$3K and generated \$196K in gross in just one month. There’s really no excuse.”

Carmine DeCrescenzo
Sales Manager, Victory Automotive Group

DEALERSHIP CHALLENGES



Traditional Marketing



Passive Team Prospecting



Untapped Dormant Databases



Inconsistent Manual Engagement

THE SOLUTION: PROACTIVE AI & ALERTMINER PRO



“Wally” AI-Powered Prospecting

Deploying an automated assistant to re-engage certifiable trades from 6–12 months ago.



High-Yield Workflows

Isolating “A” and “F” alert block customers for precise sales team follow-up.



Real-Time Service Integration

Using Service Lead Management to contact appointments 8 hours before they arrive on the drive.



Precision Opportunities Search Filtering

Focusing on specific model years, mileage (0–75k), and certifiable trades to create a high-quality conversation list.

THE RESULTS

✔ \$500K+ Customer Pay RO Revenue (8-Month Total)

✔ \$196K Highest Monthly Influenced Gross

✔ 270 Conversions from a single AI conversation list

Record-Breaking Upgrades

✔ \$470 Average Customer-Pay RO per AI-driven visit

✔ Massive ROI: \$3K Investment to \$196K Return

✔ < 4 Weeks to implement across 4 locations

READY TO TURN YOUR DATABASE INTO A REVENUE ENGINE?

Read more above to learn how AlertMiner® Pro and our AI-powered Service-to-Sales solutions helped Victory Automotive achieve these results!

