

# SMART SALES ACCELERATOR

RESULTS SNAPSHOT

## Metro Atlanta Honda Dealer Wins Amidst Today's Inventory Challenges

15%

MORE UNIQUE OPPORTUNITIES DISCOVERED ONLY THROUGH 3 BIRDS

15

WEBSITE PAGES BROWSED BEYOND EMAIL CLICK TO OPEN

ENDING IN A SALE

1

PROSPECT RECEIVED A "NEW ARRIVALS ALERT" EMAIL, A TOP-PERFORMING SALES INTENT MESSAGE IN THE SMART SALES ACCELERATOR PRODUCT STREAM.

2

PROSPECT OPENED THE EMAIL AND CLICKED THROUGH 15 PAGES ON THE DEALERSHIP'S WEBSITE

3

THE PROSPECT PURCHASED THE SAME VEHICLE BROWSED IN THE CLICK PATH

5

SALES INFLUENCED

FROM SINGLE MESSAGING STREAM

21%

OPEN RATE

9.6%

CONVERSION RATE

ON TARGETED SALES INTENT "NEW ARRIVALS ALERT" COMMUNICATION

P . I . V . O . T  
I N R E A L T I M E

The current market landscape calls for agility. Let us help you acquire more trades, stock your lot, and accelerate past these challenging times.

**ANISSA GORDON**

**Vice President of Sales**

877.285.1094

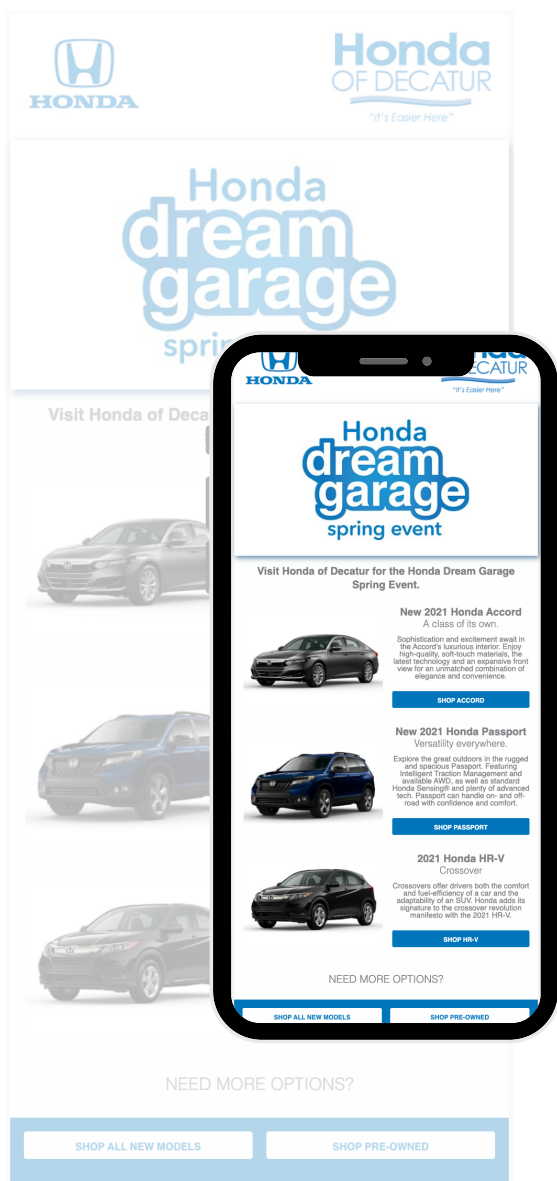
[anissa@3birdsmarketing.com](mailto:anissa@3birdsmarketing.com)



# SMART SALES ACCELERATOR

## RESULTS SNAPSHOT

The automotive industry is currently experiencing unprecedented times in the used-vehicle market. High demand, low supply, and rising wholesale values find dealerships scrambling for alternative and affordable ways to obtain inventory other than the auctions. One Metro Atlanta dealer has continued to win despite these challenges not only above and beyond their own expectations, but winning out over their competition as well.



- Anticipate future needs and consumer behavior
- Acquire top converting models
- Attract in-demand vehicles
- Offset inventory shortages
- Optimize trade sources

**...AND MORE...**

**ANISSA GORDON**

**Vice President of Sales**

877.285.1094

anissa@3birdsmarketing.com



**3birds**