



## Temes™ Consulting and Analyze™: Big Data Brings New Car Buyers to the Right Dealership at the Right Time

### Background

Temes™ Consulting markets on behalf of major new car manufacturers including Fiat Chrysler, Ford and Toyota to drive dealership visits for new model releases and major promotion events. Temes™ turned to Analyze™ Clientell™ to leverage consumer sociometric and automobile registration data to identify prospective buyers and match them to their ideal car and offer.

### Solution

New automobiles are some of the largest purchases made by the average consumer, and buyers face a dizzying array of makes, models and options to choose from, but identifying customers who are in-market for a particular vehicle at a particular time can be challenging for manufacturers and dealerships. By building demographic, psychographic and financial models for each make and model using Clientell™, Temes™ was able to build ideal customer profiles for each car on the lot, as well as for competing models at other dealerships. Combining these profiles with lease and loan expiry data from current car owners within driving distance of the dealership, Temes™ developed highly personalized telesales, direct mail and social campaigns to reach qualified buyers with the perfect car waiting for them, freeing dealer sales consultants to focus on closing the deal.

*We experienced 317% growth over the last year, and we attribute that in large measure to Clientell™'s superior analytics.*

– George Thompson  
SVP, Temes™

### Results

By combining sociometric and psychographic data for every US household with existing car ownership information for 125,000,000 vehicles, Temes™ has unprecedented insight into the automobile buying habits and preferences of all Americans. Leveraging these insights into omni-channel, personalized marketing campaigns for vehicle promotions, Temes™ has grown buyer visits to its customers' dealerships by 317% over a one year period.