

THE MASTERMIND ADVANTAGE

In a recent survey sent to all GM dealer partners, automotiveMastermind's powerful behavior prediction technology and marketing solutions proves to drive people, process and **SALES!**

Dealers who market with Mastermind see a

15X↑ ROI

PREDICTIVE MARKETING CAMPAIGNS

40%*
EMAIL OPEN RATE



42%*
EMAIL CLICK-TO-OPEN RATE



90%

say Mastermind's **predictive marketing campaigns** have been effective in **driving traffic and sales**

\$136*

LOWEST ADVERTISING COST PER SALE IN THE CATEGORY

vs.

\$629±

INDUSTRY AVERAGE**

THE TECHNOLOGY

65%



say Mastermind is **better than** any other technology they have used

78%



say the **overall effectiveness** of the technology is **better than** any other technology solution they have used

84%



say Mastermind is **easier to use** than any other technology solution they have used

93%



say Mastermind guided them to **review sales opportunities sooner**

WORLD CLASS SERVICE



73%

say Mastermind's service by their Dealer Relations Manager is **better than** any other technology's they have used

IMPROVED PURCHASE EXPERIENCE

89%

say the technology is **easy to use**



69%

say their customer conversations **have improved**



52%

of our dealer partners said they were **at least 50% more** productive since using Mastermind



57%

of our dealer partners in a management-related role said they were **at least 50% more effective at managing their sales teams** because of Mastermind

READY TO SEE SIMILAR RESULTS?

Contact us today to schedule your Mastermind demo experience.
info@automotiveMastermind.com | 877-796-3069

One Park Avenue 14th Floor New York, New York 10016 | automotiveMastermind.com