

THE MASTERMIND ADVANTAGE

In a recent survey sent to all Lexus 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

42%*
EMAIL OPEN RATE



41%*
EMAIL CLICK-TO-OPEN RATE



92%

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

\$113*

LOWEST ADVERTISING COST PER SALE IN THE CATEGORY

vs.

\$629±

INDUSTRY AVERAGE**

THE TECHNOLOGY

68%



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

68%



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

81%



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

90%



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

WORLD CLASS SERVICE



68%

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

IMPROVED PURCHASE EXPERIENCE

85%

say the technology is **easy to use**



50%

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

81%

say their customer conversations **have improved**



50%

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.
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