

# THE MASTERMIND ADVANTAGE

In a recent survey sent to all Mercedes-Benz 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

**44%\***  
EMAIL OPEN RATE



**40%\***  
EMAIL CLICK-TO-OPEN RATE



**94%**

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

**\$111\***

LOWEST ADVERTISING COST PER SALE IN THE CATEGORY

vs.

**\$629±**

INDUSTRY AVERAGE\*\*

## THE TECHNOLOGY

**71%**



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

**79%**



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

**88%**



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

**88%**

say the technology is **easy to use**



**76%**

say their customer conversations **have improved**



**81%**

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



**80%**

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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