

What if your future buyers were already in your CRM?



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Manufacturers and large dealer groups now have huge databases, which are often siloed. This data is proprietary, high-quality, as well as being free. Nevertheless, it remains largely underutilised: either forgotten or used for generic, rarely personalised contact plans.

The result: a great proportion of contacts lie dormant in CRMs. They are neither re-engaged with nor guided on a new buying journey that corresponds to the target audience's real expectations.

However, in a context where acquisition costs are increasing, a question arises:

Why look elsewhere for leads when your databases already contain part of your sales potential?

The database: an untapped business opportunity

In many dealer groups or central CRM systems, the volume of contacts collected over the years has become substantial. However, a large proportion of them are no longer being used for sales purposes.

They become dormant contacts: present in the tools, but absent from the more up-to-date business processes. It is estimated that between 20-30% of contacts, on average, are in this lost zone.

This is particularly true at the level of a manufacturer present in several markets, and even more so at the dealership level. On a national network scale, this often represents several thousand, or even tens of thousands, of inactive profiles.

Let's take a simple order of magnitude: 10,000 contacts in the database, a huge majority of which have an identifiable vehicle and a mostly untapped potential for re-engagement.

Despite a low conversion rate, the impact can be significant because these contacts already have an established relationship with the brand, network or dealer.

Trade-in, projection, loyalty: what transforms a database into leverage?

As we discussed in our previous autobizInsights article, *'How can your multichannel marketing build loyalty amongst your new car customers?'*, the volume of contacts collected over the years, in many points-of-sale or central CRM systems, is substantial. However, a significant proportion of these contacts are no longer actively used for sales purposes.

This profoundly changes the client's mindset: they no longer think in terms of list price, but in terms of what they will pay. They don't think about 'purchase', but about 'transition', and the value of their current vehicle.

Your CRM is not an archive. It's a business asset.



What the lead is looking for

- 🔍 Model
- ⚡ Engine
- 💰 Estimated Budget
- 📍 Geographic Area
- 🕒 Delivery Time

This is where trade-in becomes strategic, not as a negotiation tool but as a lever for future projections. Providing a customer with a valuation of their vehicle means:

- **to trigger reflection,**
- **to give them a concrete reference point,**
- **to remove a financial obstacle,**
- **to re-engage them in the relationship.**

1 The buying intention is identified.

What the lead already owns

- 🚗 Current brand
- 🚗 Model
- 📅 Year
- 📊 Mileage
- 🔧 Engine
- 📍 Geographic area

In a context where customer loyalty has become a major issue for manufacturers and dealers, encouraging repeat purchases is a natural next step. It is also an opportunity to reconnect with customers who may have been neglected until now.

The trade-in data is already known.

Use case: how to transform an existing database into a marketing campaign?

One of the manufacturers with which we work was experiencing a common issue: they had a database of several thousand contacts, but struggled to convert them into business opportunities.

The CRM campaigns generated little engagement: the messages remained generic, and the majority of contacts did not envisage themselves being involved in a new project.

The goal was not to send more messages, but rather to ensure that each message greater impact and spoke the language of the target audience.

Thanks to autobiz's expertise (identification, trade-in valuation), we enriched customer data with a trade-in valuation. For 85% of the lines sent, we provided a valuation which was then integrated into campaigns for vehicle launches.

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CRM & Trade-In valuations

- Centralisation of lead and trade-in data
- Market connection and data enrichment
- Dynamic and personalized trade-in estimate
- Actionable UC value in real time

CRM becomes an activation engine, not just a storage tool, thanks to trade-in valuation.

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Lead reactivation

Your project is becoming a reality.

Hello John Doe,

You have expressed interest in the model viewed on our brand's website.

Good news: your project can already take shape.

The price of your future car is €32,900.

Thanks to the trade-in valuation of your current vehicle (2021 – 50,000 km), valued at €16,000, you only need to pay €16,900 to get behind the wheel of your new car.* 🏎️ All you need to do is take the next step.

*Indicative valuation, subject to confirmation at the point-of-sale.

Make an appointment at the point of sale



Source: autobiz

What if your first lead generator was already in your CRM?

Your databases are already in place.

Your customers too.

The potential, too.

What is most often lacking is not the data itself, but the ability to transform it into useful, concrete information that has real value for the customer.



Learn more 🔍

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