

SMART.

SALES MARKETING AND RESEARCH TECHNOLOGY

ANALYSIS

**ABC Dealership  
Anytown, US**

Zipcode Target Marketing  
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## **TABLE OF CONTENTS:**

Using the S.M.A.R.T. Analysis.....	1
Importance of Clean Dealership Data.....	2
DMS Records and Geography Mapping.....	3
Breakdown of S.M.A.R.T. Analysis Zip Code Chart.....	4
DMS Map.....	5
Zip Code Chart Map.....	6
Zip Code Chart.....	7



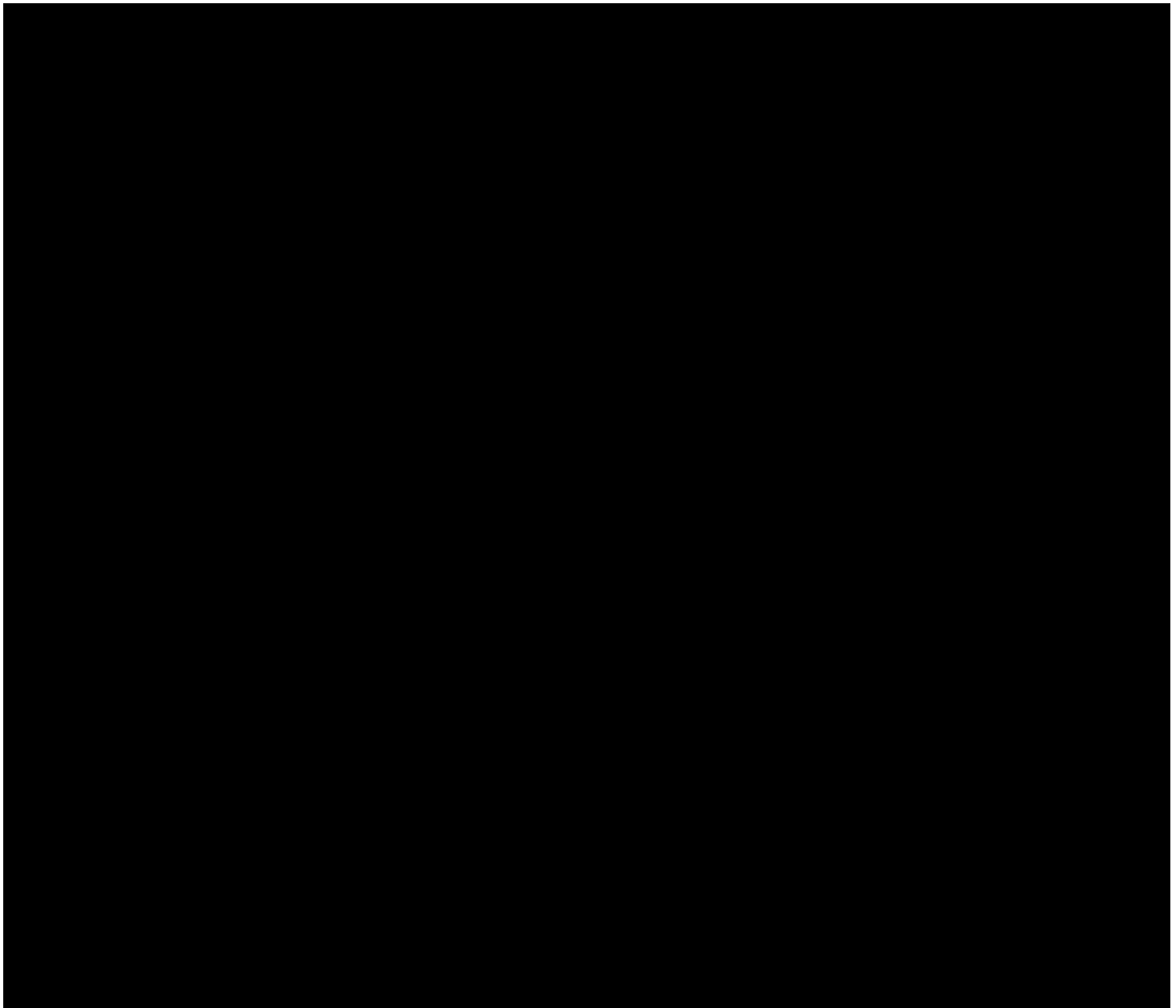
### Using the “S.M.A.R.T.” Analysis, ZTM will:

- **Examine** your current DMS data and determine your market area from your sales and service records.
- **Identify** your prospect market area.  
**(Note: Available in states where vehicle registration data is available).**
- **Improve** deliverability of your database with in-house standardization, NCOA (National Change of Address) and other data hygiene processes.
- **Customize** a database by combining your customer data with one of our many different list resources.
- **Specifically** “image and profile” the automotive owners who are most likely to respond in your market area.
- **Provide** geographic mapping that highlights detailed areas of your DMS customers.
- **Develop** a marketing strategy to directly communicate with the automotive owners who are most likely to do business with your dealership.
- **Recommend** creative marketing opportunities available for your dealership to increase the retention of the customer, resulting in maximized profitability.

## ABC Dealership — Anytown, US

### [The Importance of Clean Dealership Data](#)

Zipcode Target Marketing understands the importance of having clean and accurate data. By reducing and eliminating the errors within the database, this allows ZTM along with the dealership to take full advantage of the market area. The S.M.A.R.T. Analysis cleans, filters, and separates the data into several categories as shown below.



# ABC Dealership — Anytown, US

## Dealer Management System Records

The focus of this study is based on the customers that have been in the dealership from 0-36 months resulting from the primary make(s) of the dealership. The DMS data has been modified to improve deliverability and target specific customers within your primary market area.

	<b>Total</b>
<b>“DMS” Customers:</b> These are customers that have been in the dealership via sales or service in the last 36 months:.....	<b>9,573</b>
<b>“0-6 months” Customer:</b> These are the customers from the DMS that have been in the dealership via sales or service in the last 6 months.....	<b>2,550</b>
<b>“6-18 months” Customer:</b> These are the customers from the DMS that have been in the dealership via sales or service in the last 6 to 18 months.....	<b>2,699</b>
<b>“18-36 months” Customer:</b> These are the customers from the DMS that have been in the dealership via sales or service in the last 18 and 36 months.....	<b>4,324</b>

## Geographic Mapping

### **MAP 1: DMS CUSTOMERS**

This map demonstrates the DMS customer position, 0-6 months, 6-18 months and 18-36 months:

- ❑ **Red diamond** — Indicates the location of the DMS customers
- ❑ **Yellow ring** — Denotes the 10, 20, 30, 50 mile radius from the dealership location.
- ❑ **White Circle with Black Diamond** — Marks the location of the dealership.

### **MAP 2: S.M.A.R.T. MARKET AREA**

This map demonstrates the range of DMS customers within your Market Area:

- ❑ **Shaded Zip Code Areas** —
  - **Red** — Denotes that 50% of your DMS customers are coming from these zip codes.
  - **Orange** — Denotes that 20% of your DMS customers are coming from these zip codes.
  - **Gold** - Denotes that 10% of your DMS customers are coming from these zip codes.
  - **Blue-Gray** — Represents 10% of your DMS customers from these zip codes.
  - **Gray** - Represents 5% of your DMS customers are coming from these zip codes.
  - **Dark Gray** - Represents 5% of your DMS customers are coming from these zip codes.
- ❑ **Yellow ring** — Denotes the 10, 20, 30 mile radius from the dealership location.
- ❑ **White circle with Black Diamond** — Marks the location of the dealership.

## Breakdown of S.M.A.R.T. Analysis Zip Code Chart:

The Zip Code Chart explains where most of the Dealer DMS customers are coming from and the number of customers per zip code. The chart is set up to read from highest number of DMS customers per zip code to the lowest. In the “Progressive Zip Code Counts” section of the chart the numbers are the cumulative amount from the “Specific Zip Code Counts” section of the chart. The colored bars that are represented from the zip code chart have the same definitions as the Map 2 colors.

### Specific Zip Code Counts:

- ❑ **DMS Customer:** Number of Clean Customers in Dealer database per zip code
- ❑ **0-6 months:** Number of Customers who have been in the store in the last 6 months
- ❑ **6-18 months:** Number of Customers who have been in the store in the last 6 to 18 months
- ❑ **18-36 months:** Number of Customers who have been in the store in the last 18 to 36 months

### Progressive Zip Code Counts:

- ❑ **Existing DMS:** Number of Clean Customers in DMS per zip code
- ❑ **0-6 months:** Number of Customers who have been in the store in the last 6 months
- ❑ **6-18 months:** Number of Customers who have been in the store in the last 6 to 18 months
- ❑ **18-36 months:** Number of Customers who have been in the store in the last 18 to 36 months
- ❑ **% of Market Area:** The percentage of all DMS Customers in each zip code