

Strengthen Loyalty with Real-Time Customer Recognition

Even the most loyal customer base is vulnerable to change—up to 40-60% of customers may switch to another brand during their next purchase cycle.

Brand Retention Challenge:

43.9%

Average Brand Retention

Industry-wide retention rate shows slight improvement from 2023.

56.1%

Lost Customers

Most dealers lose over half their customers to competitors.

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Key Reason

Dealers simply don't know when customers re-enter the market.

Reynolds' 2025 Automotive Brand Retention Report highlights this ongoing challenge.




The Value of Customer Retention:

-  **Established Trust:** Current customers already trust your dealership and brand.
-  **Higher Profits:** Front-end and back-end margins are typically better with repeat buyers.
-  **Service Loyalty:** Repeat customers are more likely to use your service department.
-  **Trade-In Value:** Better trade-ins that bring higher premiums when resold.



You might not know when your customers are back on the market, but we do.

Owner Loyalty Engine:

-  **Invisible Opportunities:** Identify customers re-entering the market before competitors..
-  **Shopping History:** Access dealer site browsing data for personalized outreach.
-  **Loyalty Pull Ahead Message:** Generate a VIP Loyalty email to the owner from the dealership GM.

Our platform reveals sales opportunities dealers can't see today.

