



Dealer Segmentation

What is Auto Dealership Segmentation?

- Segmentation has to do with every market being made up of distinguishable groups characterized by customers with different needs, attitudes, buying behavior and potential responses to marketing programs. No single offer or approach to a market will motivate or satisfy all customers
- A market segment is a group of customers with one or more common characteristics that differentiate it from other groups
- Dealer segmentation can give Triad a competitive advantage:
 - Detailed understanding of dealer needs and buying behavior
 - Development of differentiated customer propositions, tailored to the needs of the most profitable dealer segments
 - More effective allocation of resources



Dealer Segmentation

Marketing's Segmentation Plan:

- Identify Triad's dealer customer needs
- Identify segments and name them
- Identify the most attractive segments for Marketing to target
- Identify the most profitable customer segments
- What are the value propositions, products or solutions Triad can offer?
- Design partnership and marketing campaigns to hit target customers, that will bring in the appropriate marketing mix
- Design loyalty and satisfaction programs that keep customers coming back to Triad again and again



Dealer Segmentation

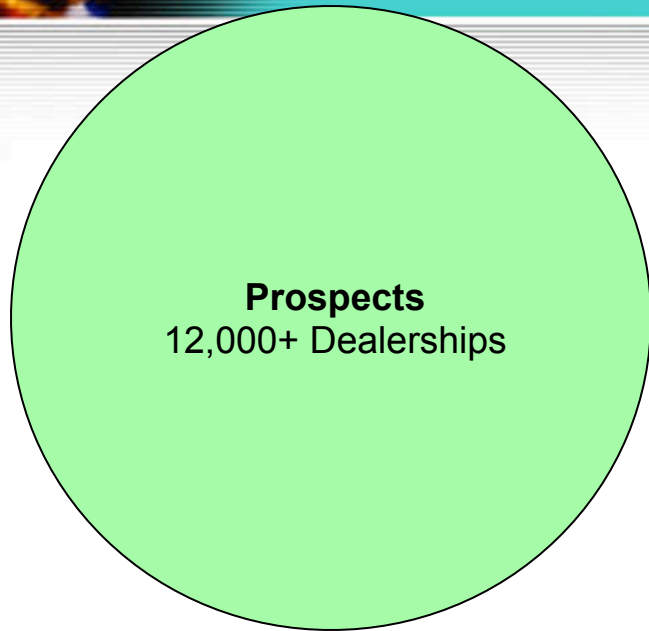
Primary Triad Dealer Segments

1. Stars
2. Performers
3. BaseRunners
4. Players
5. Hitters
6. Shotgunners
7. Rookies
8. Sinkers
9. Injured Reserve
10. Prospects
11. Foul Territory
12. Out of Bounds

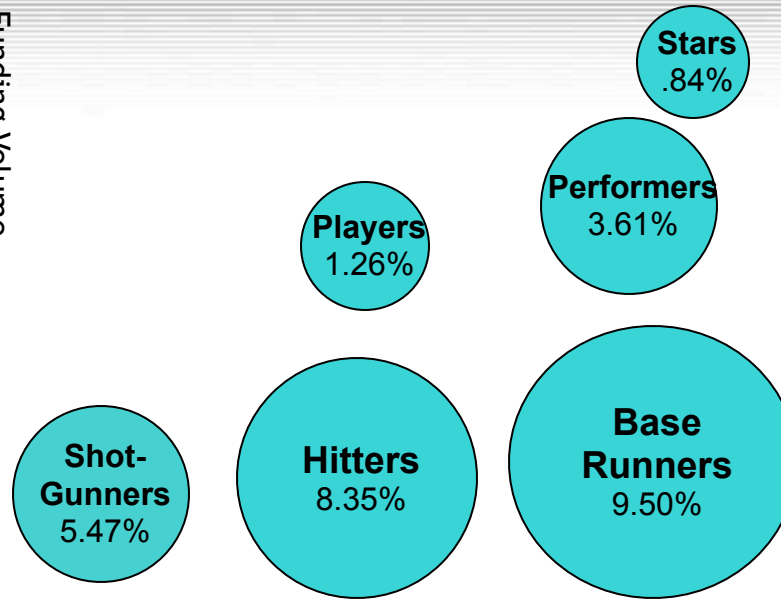
Secondary Segments

1. House Accounts
2. Dealer Group

Dealer Segmentation

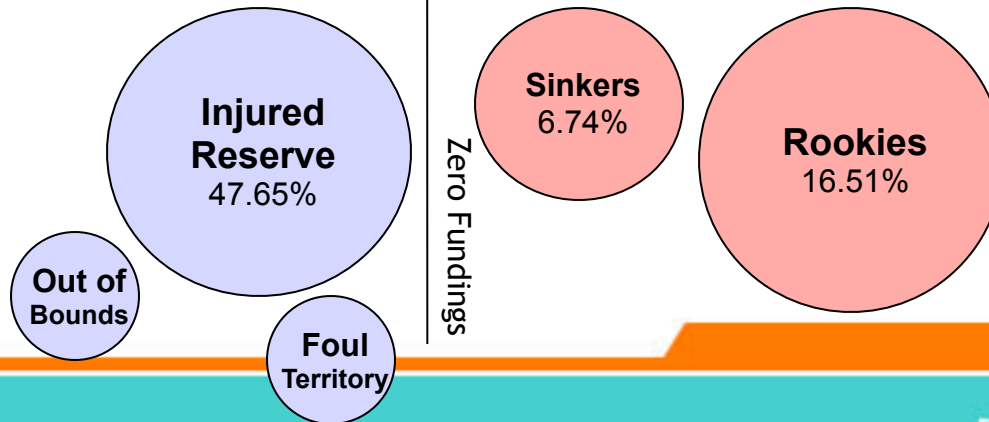


Funding Volume



LTB Performance
Appl Performance

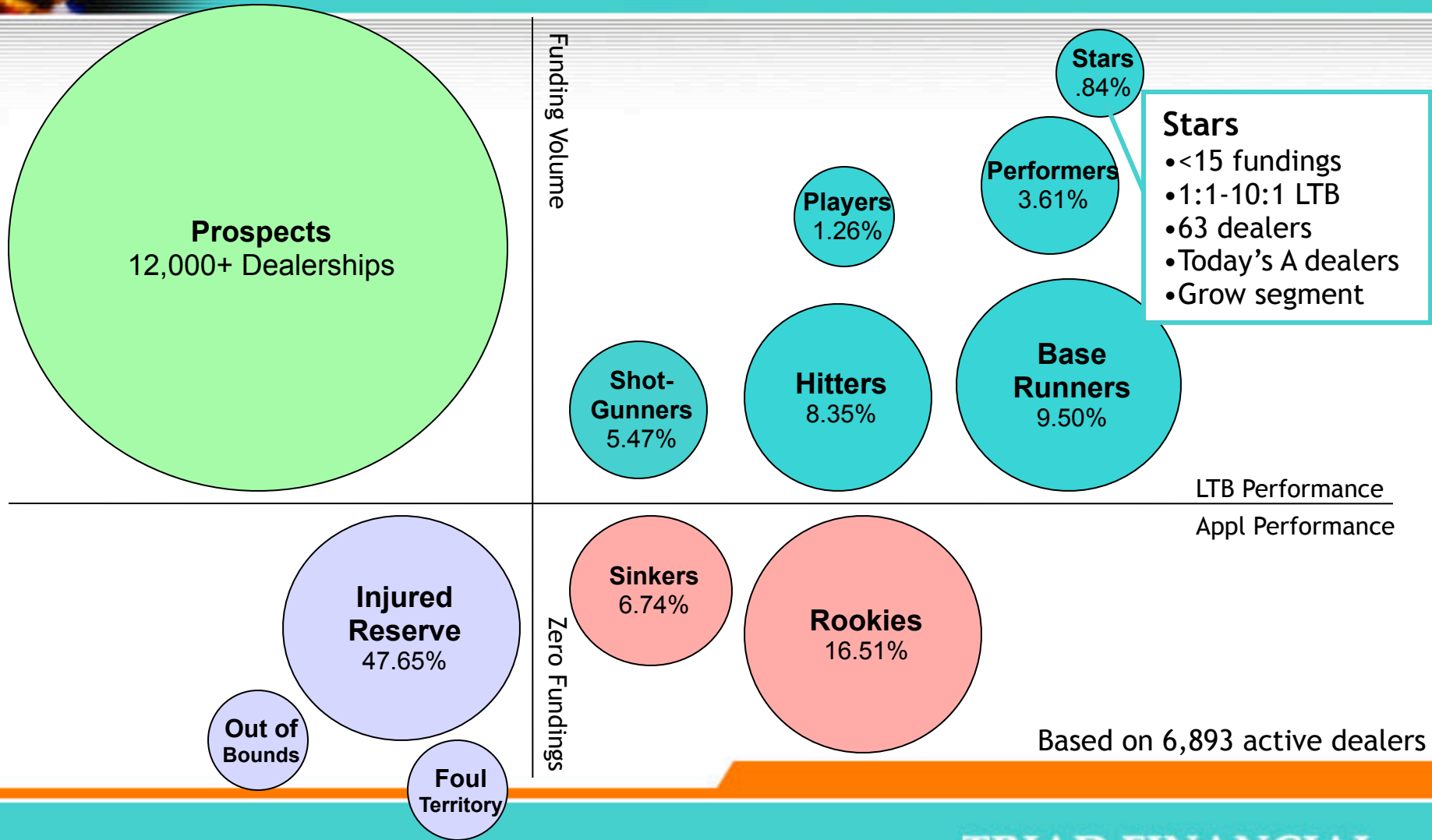
Zero Fundings



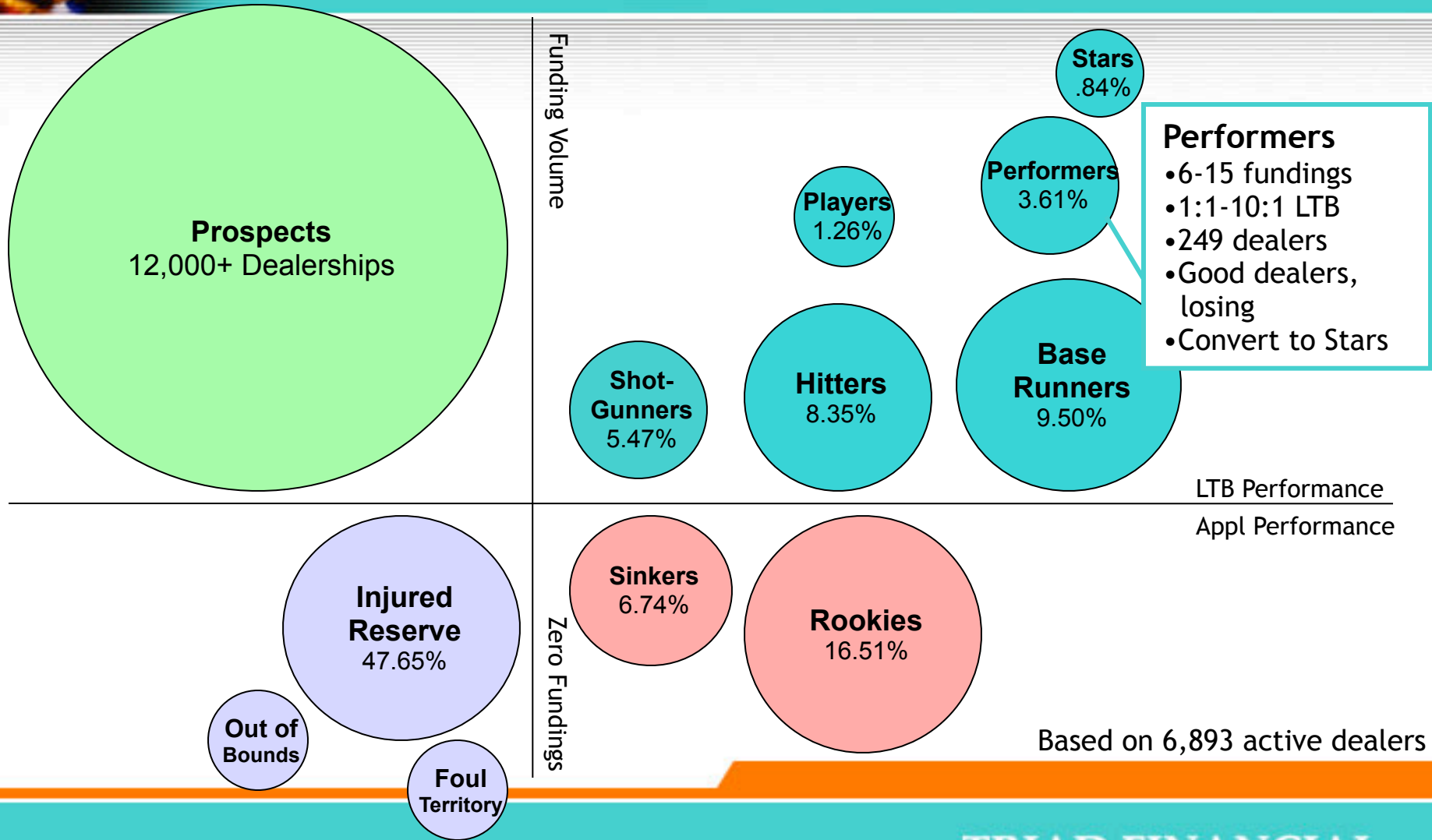
Based on 6,893 active dealers

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Dealer Segmentation



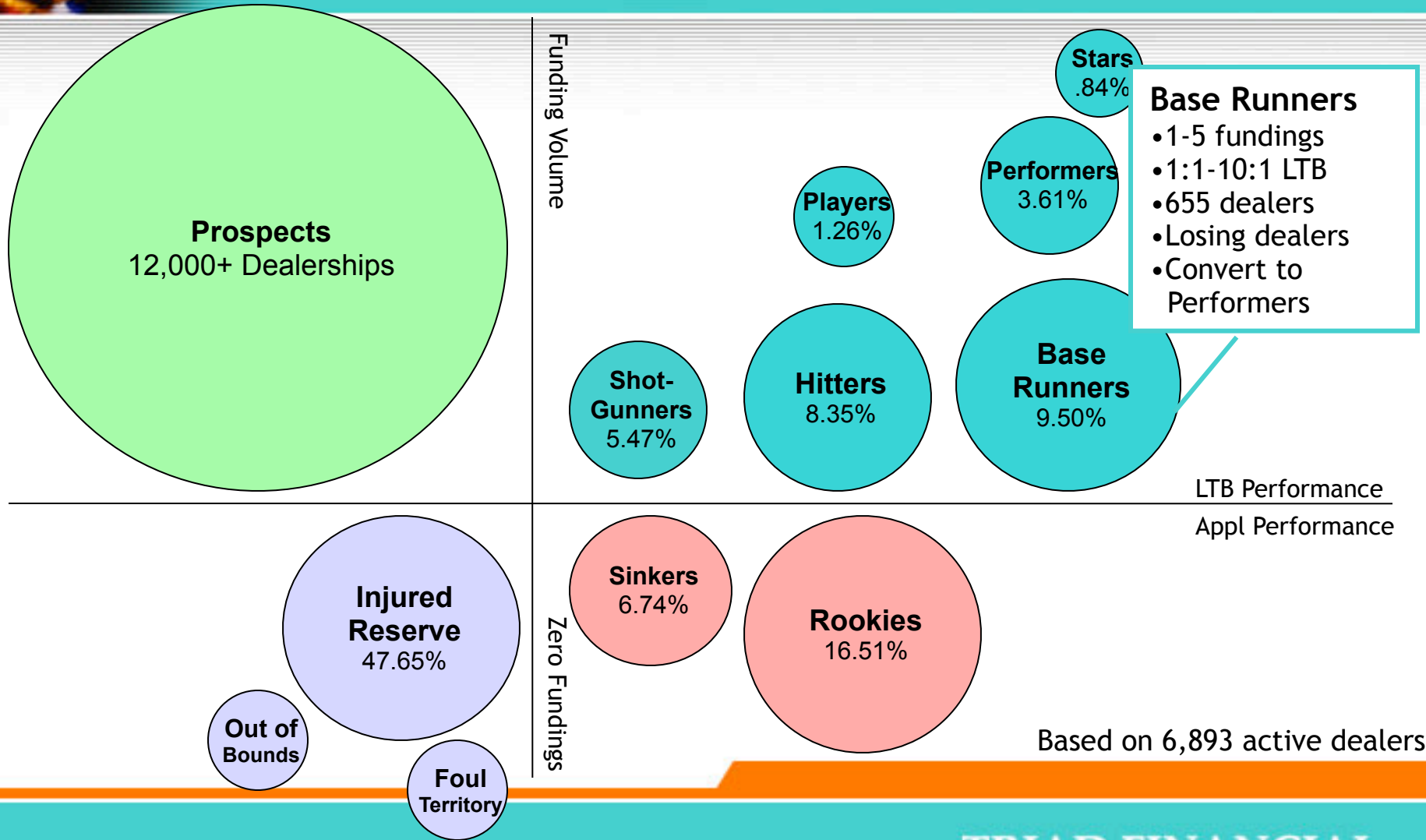
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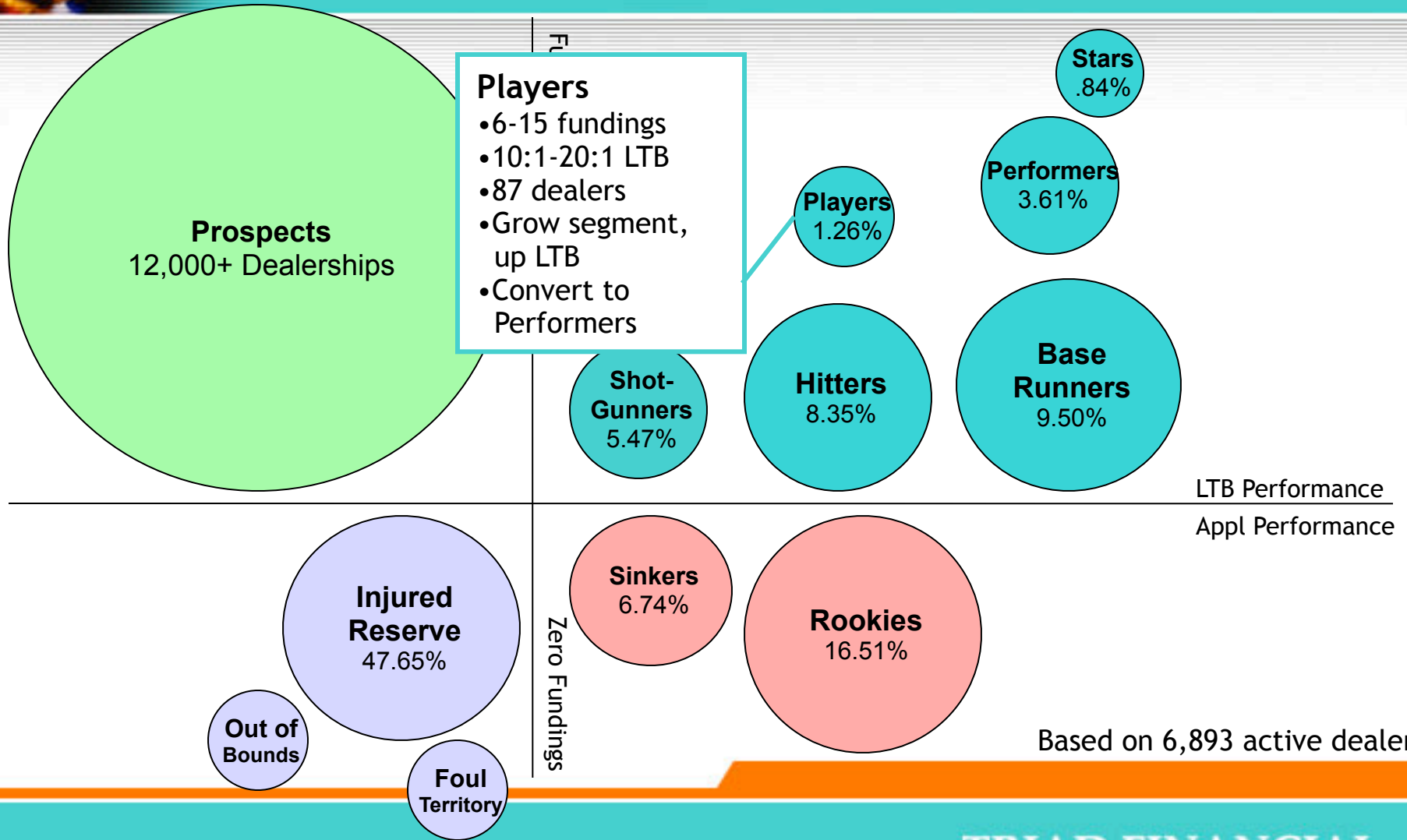
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Dealer Segmentation



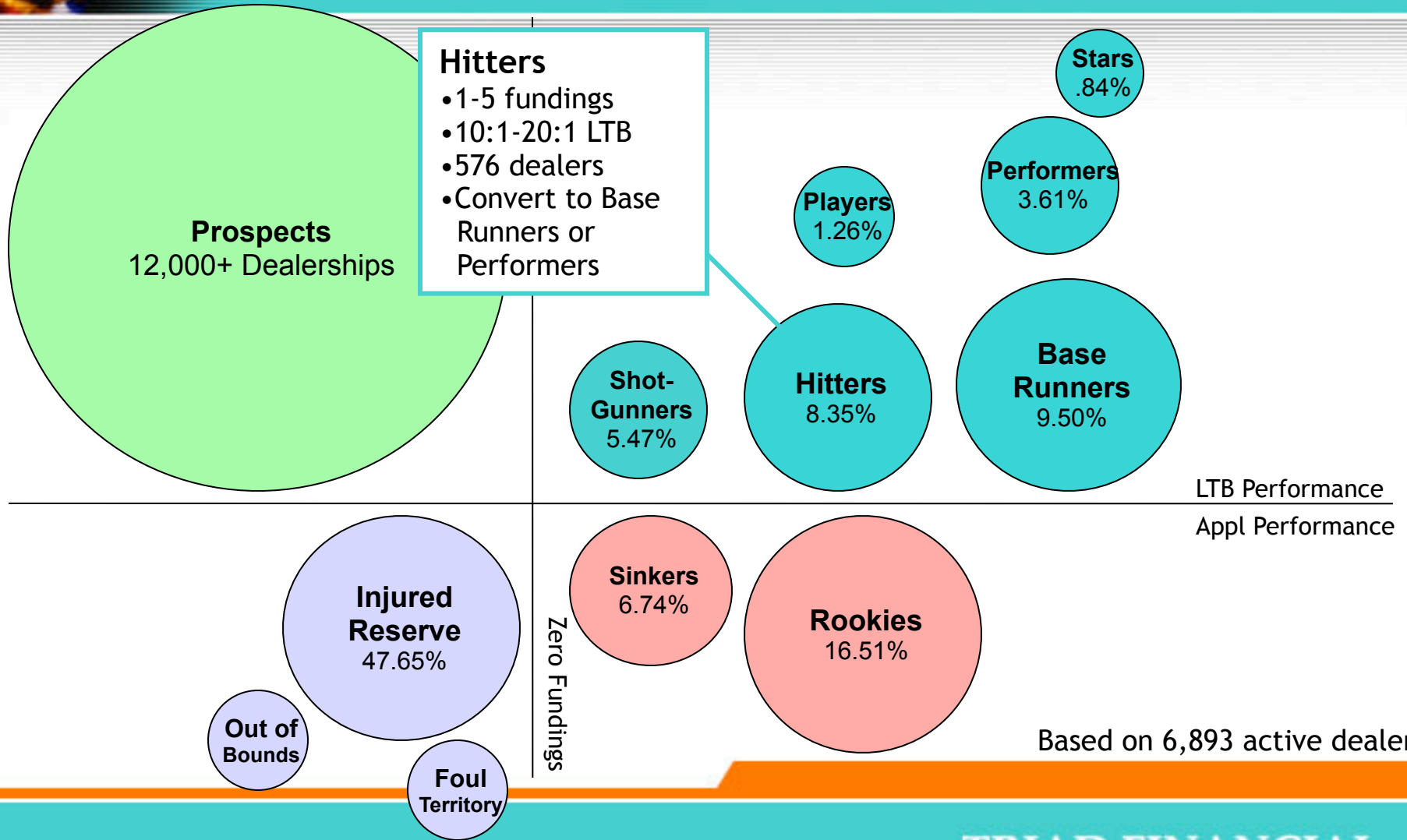
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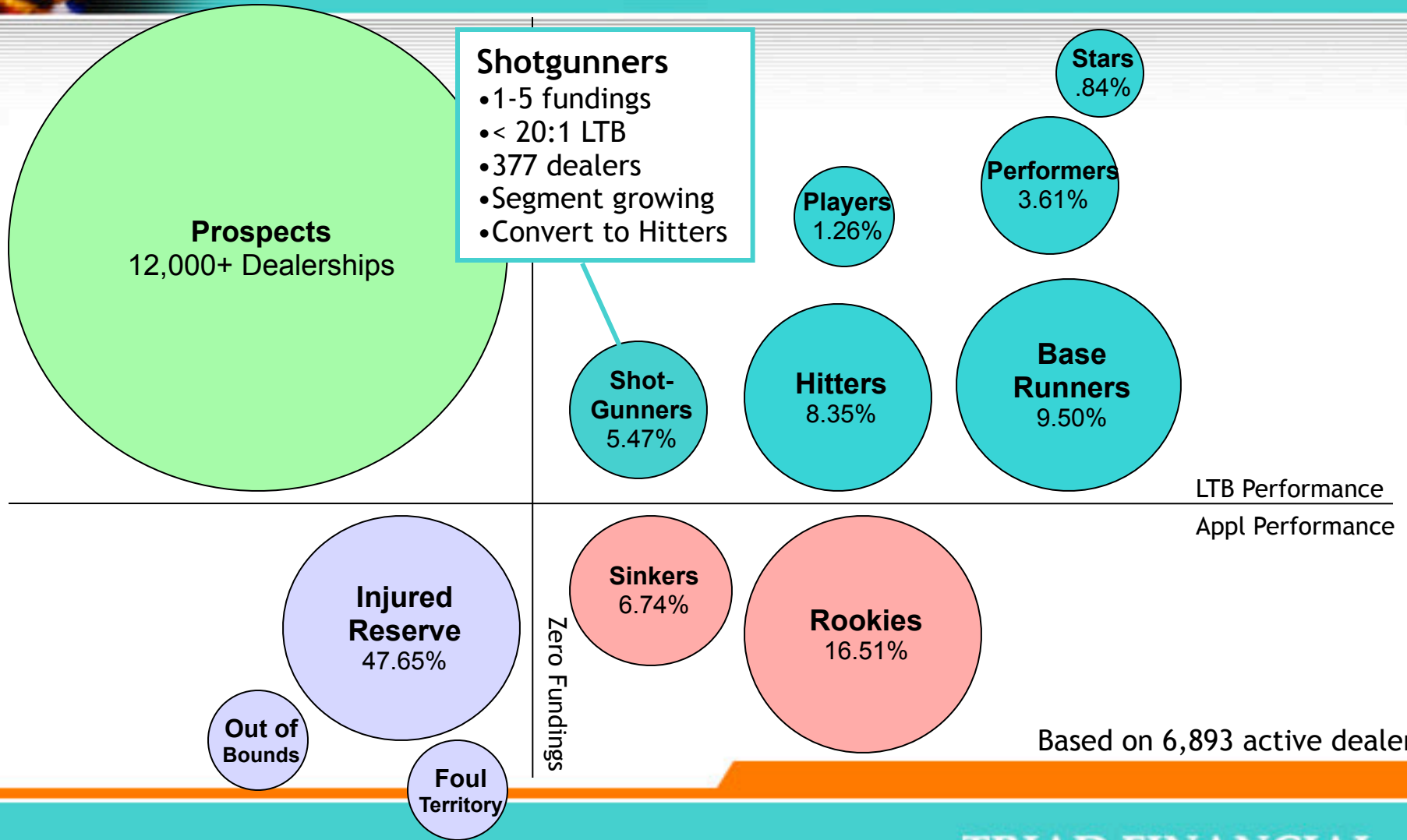
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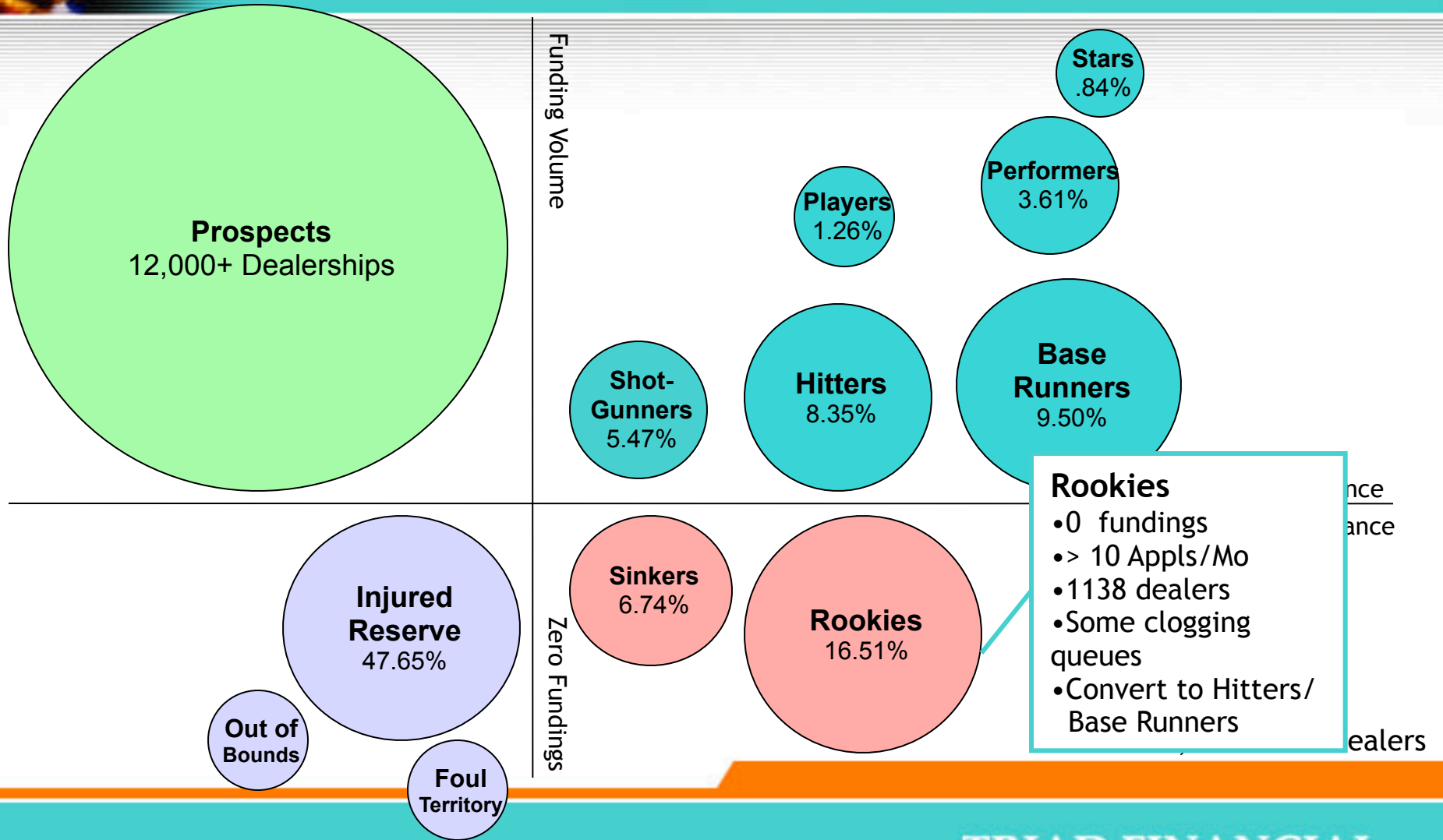
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Dealer Segmentation

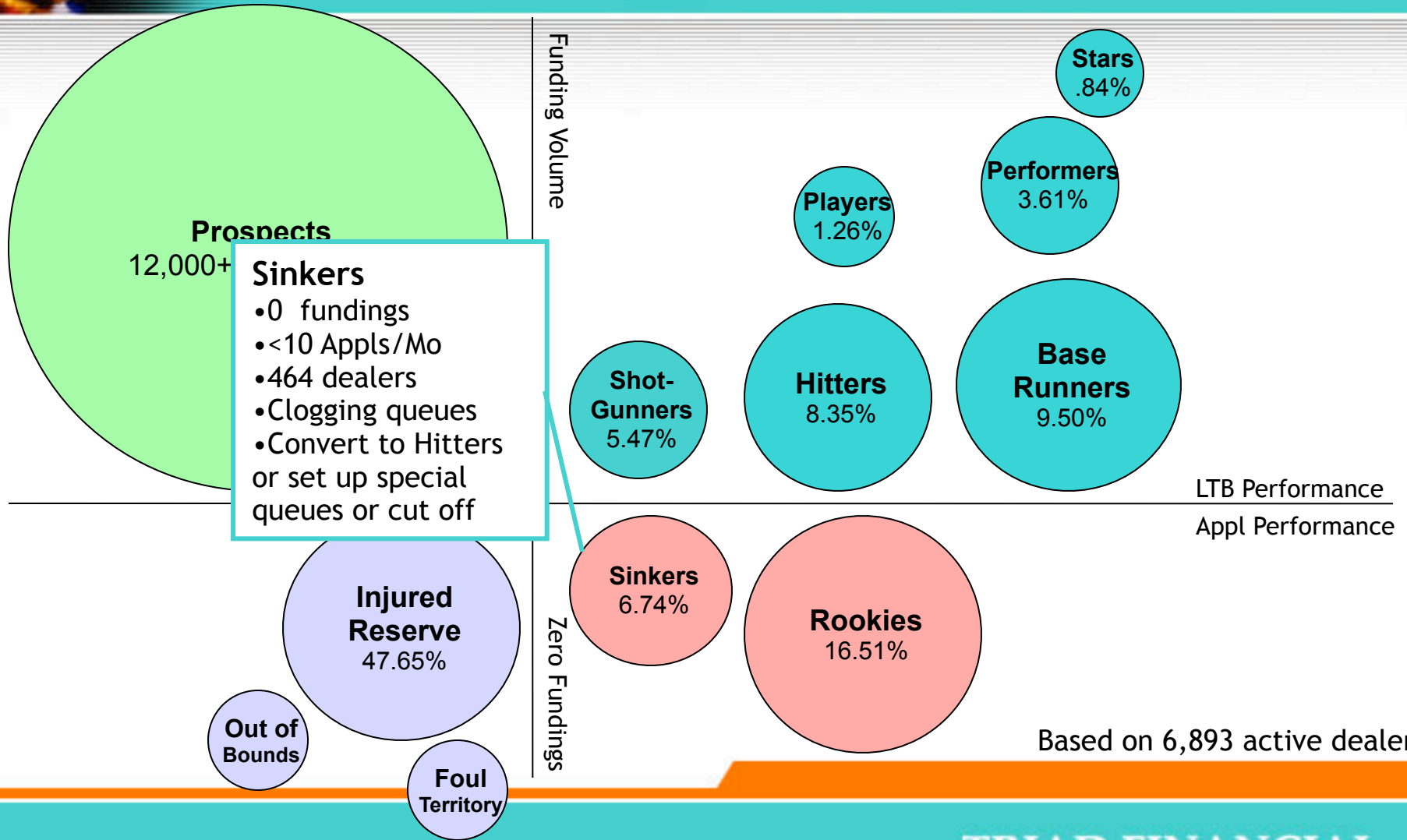


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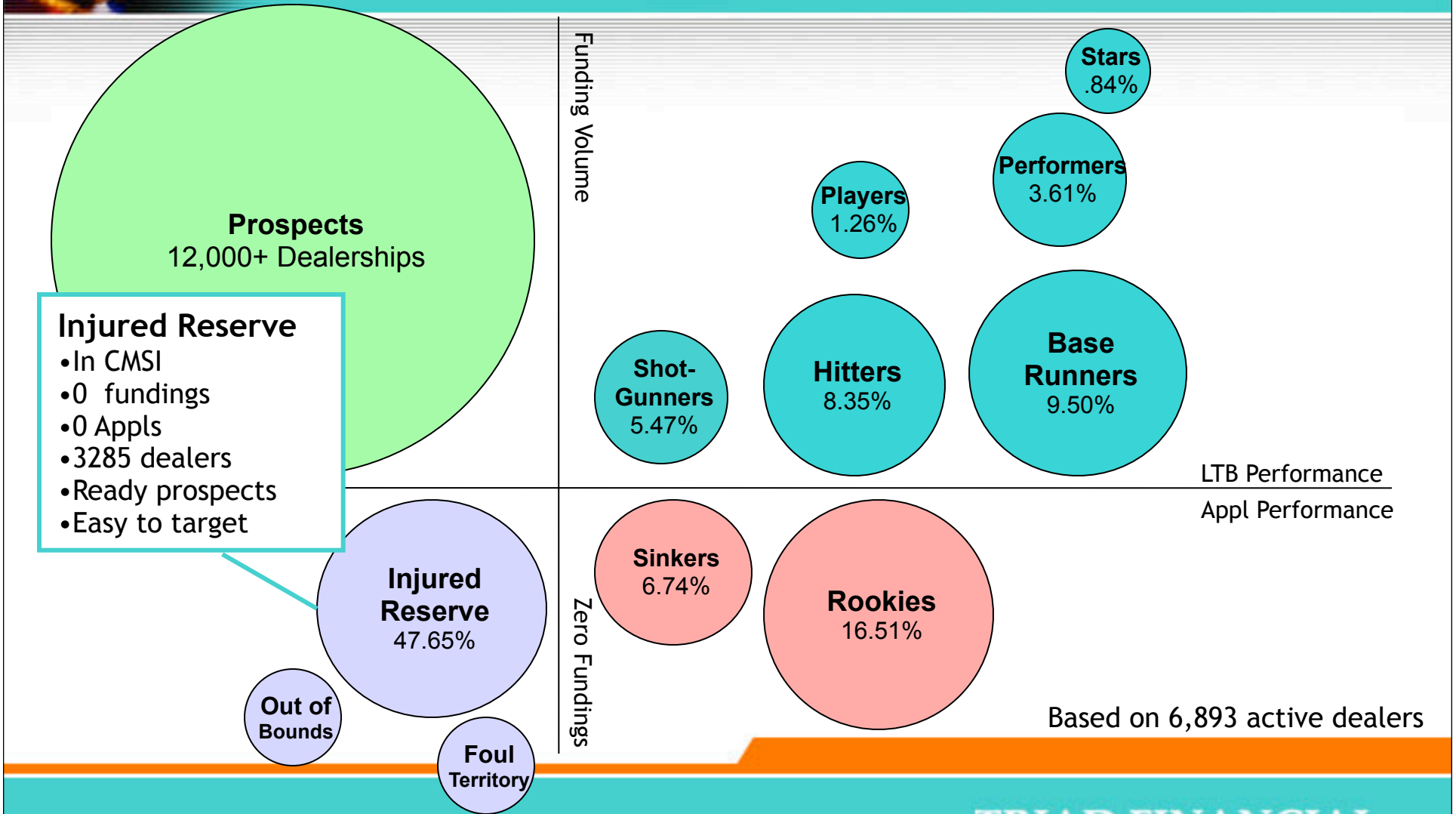
Dealer Segmentation



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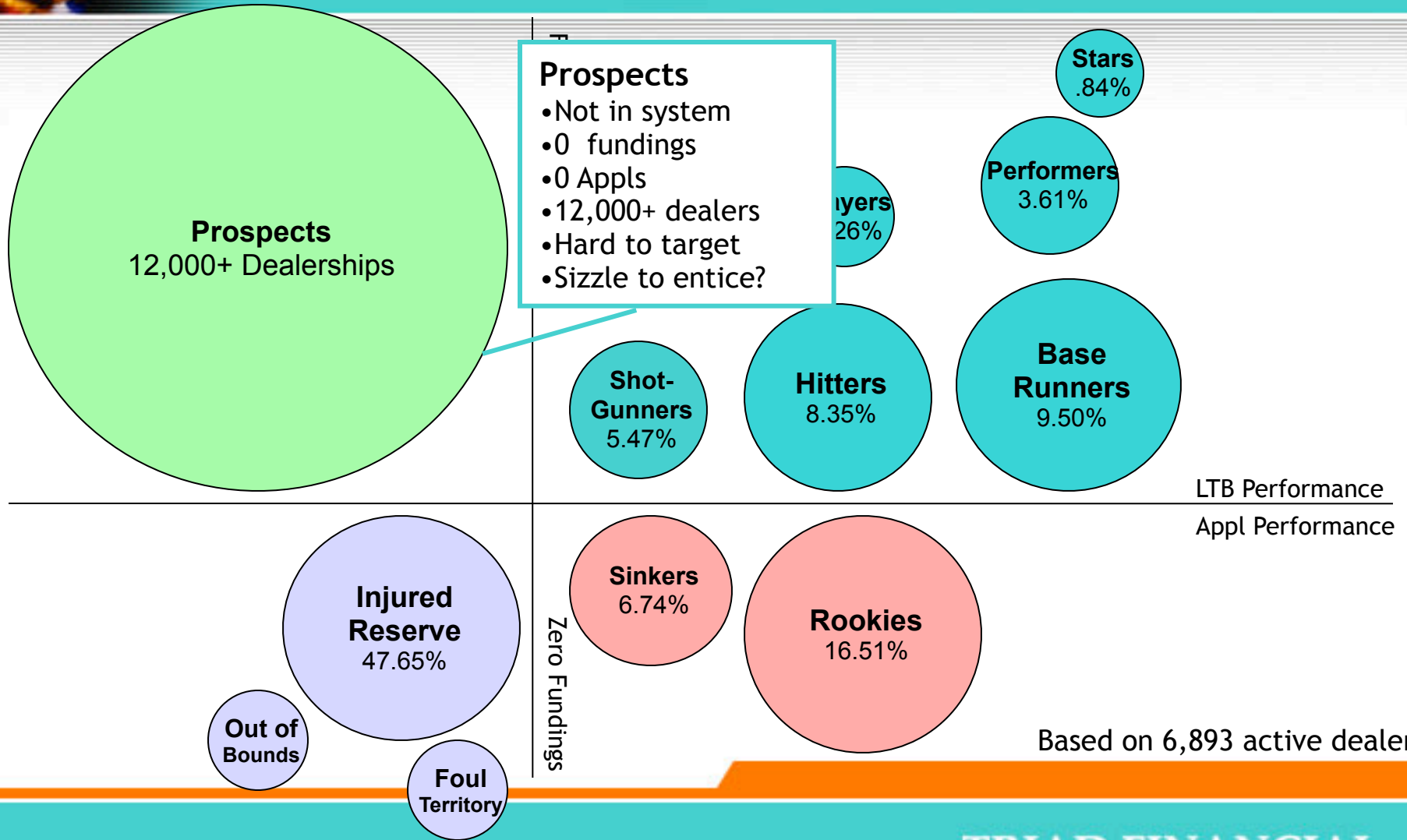


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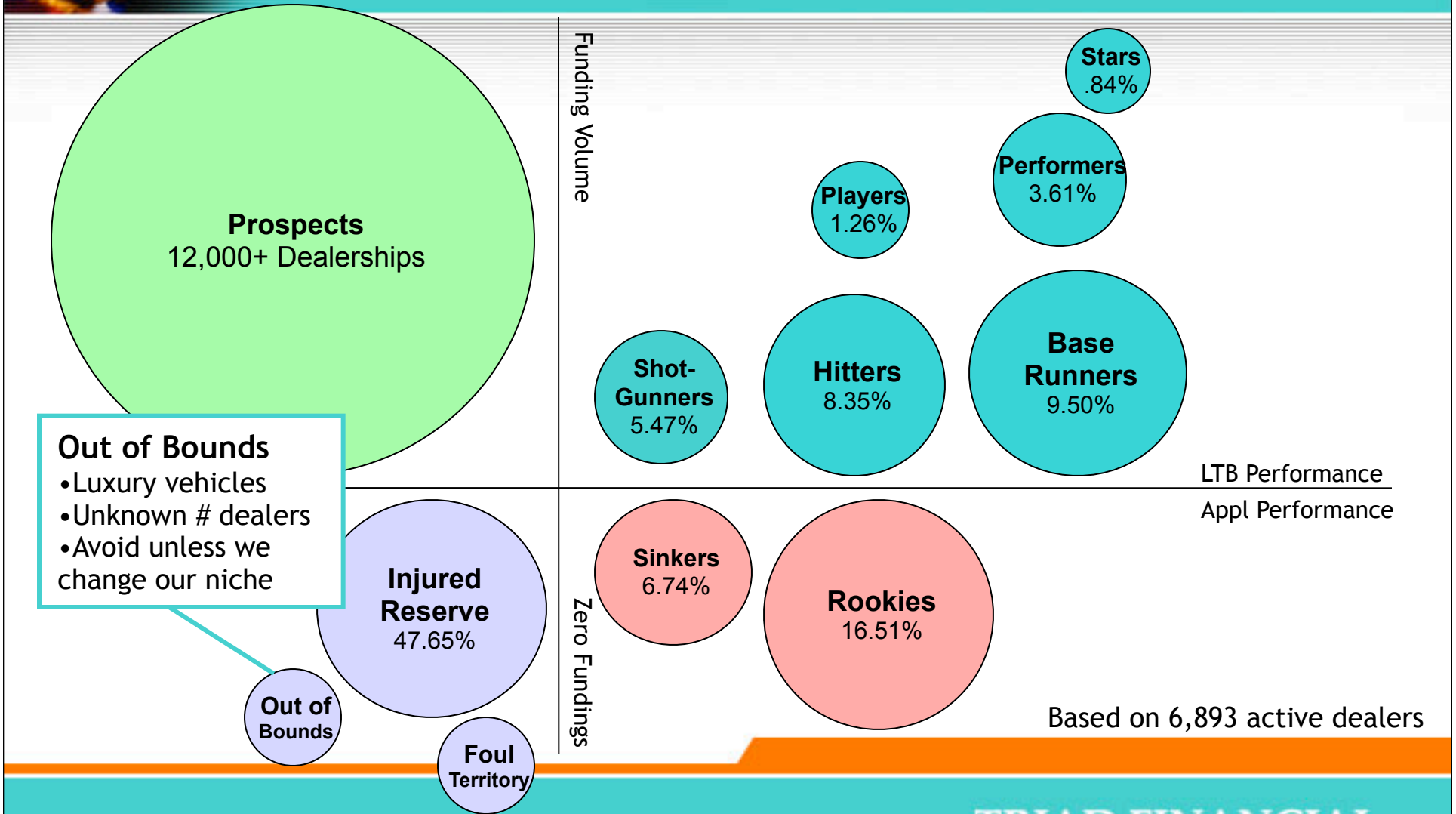


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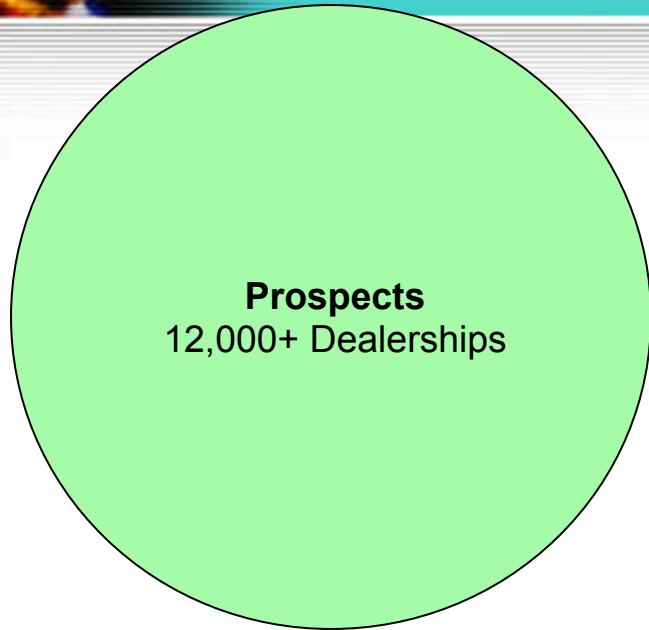
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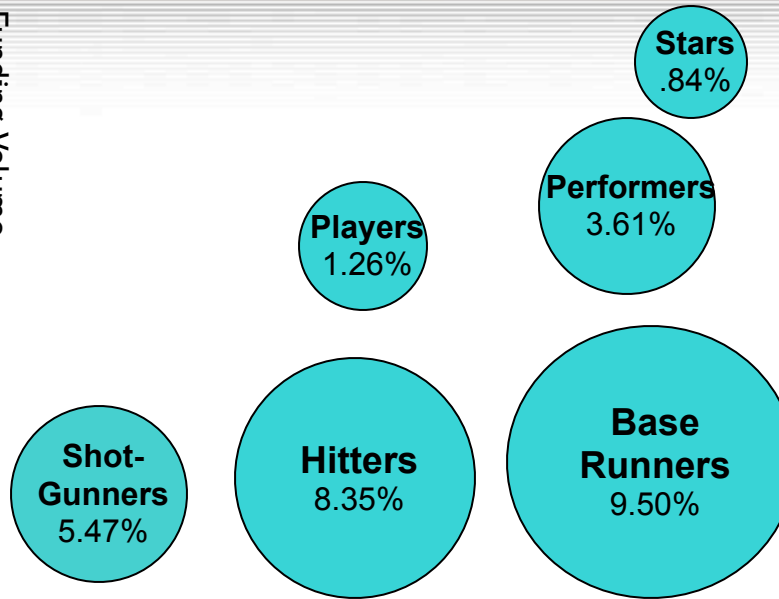
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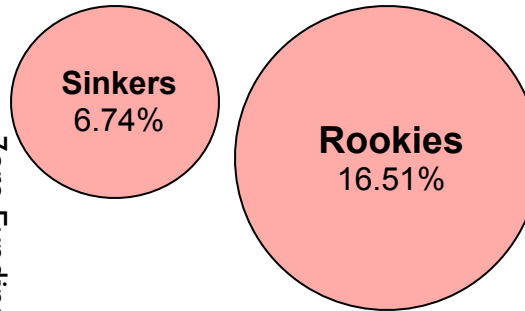
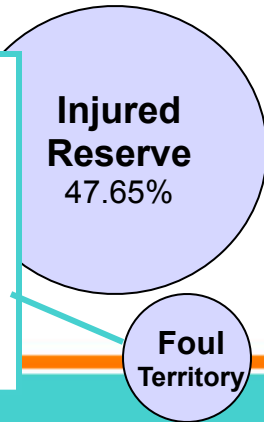


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Foul Territory

- Deactivated
- Fraud
- Other reasons
- Unknown # dealers
- Cleanse DB
- Avoid or 2nd chance?

Foul Territory

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