



## GoldSand Digital Swarm in automotive



## About Swarm

Swarm is the award-winning marketing platform that generates leads and customer intelligence for automotive retailers by GoldSand Digital – a strategic partner of Jaguar Land Rover and a supplier to 7 of the top 10 automotive retail groups.

Within Swarm there are two main solutions:

1. AutoContent
2. Welcome Pack

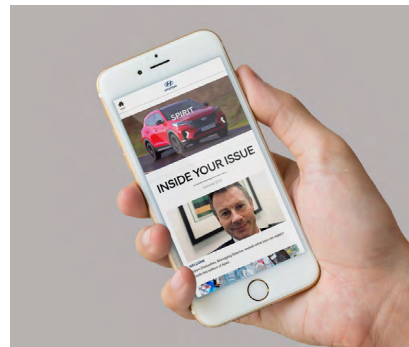
## AutoContent

AutoContent replaces the offer-led email campaigns or irregular newsletters that automotive retailers send out to their databases, with a mobile-first digital magazine that blends local and brand news and information.

<https://spirit-hyundai.contentspace.co.uk/>

This mobile-first digital magazine is fully trackable and enables retailers to tailor offers to those who have an interest in the product or service that is being provided.

It can track where readers 'swarm' to and re-target them based on reader activity, leading to improved ROI and the ability to reach more customers utilising a mobile-first solution.



## Welcome Pack

The Welcome Pack is an online solution for any automotive retailer looking to save cost, be more sustainable and give customers a modern experience when they buy a new car.

Instead of printing brochures that give new customers details of the retailer, brand and upsell opportunities, this is all now done online using another mobile-first, trackable solution.

<http://waylands-volvoreadingwelcomepack.contentspace.co.uk/>



*"Traditional, printed brochures are costly, all too quickly out of date and old-fashioned. Being a mobile-first solution, new customers to Waylands can read and access our Welcome Pack anywhere, at any time, whenever convenient to them. It also offers us the ability to track and understand what our customers are engaging with in a split second – something simply not possible with print. We can then promote our aftersales products based on engagement levels from individuals."*

**John O'Hanlon, Chief Executive at Waylands Automotive**

## Who is Swarm for?

Our Swarm platform is ideal for automotive businesses looking to:

1. Build more intelligence on their customer base
2. Deliver engaging content, regularly to their audience
3. Generate leads from their existing database
4. Grow profile and database in local territories post-GDPR
5. Save money on print and un-measurable marketing, ie radio, print

## And the real benefits are?

The ROI calculator enables you to track and record the value of each campaign by total revenue and total profit.

This is based on client led requirements and focusing on crucial elements for you, including:

- Which models are we generating test drives for?
- What is the average value of these models?
- What is the test drive conversion rate?
- What is the profit margin on sale of targeted vehicles?

Via this method our automotive client base has generated £10m of revenue across a six-month period.

*“GoldSand Digital’s AutoContent was exactly what we were looking for to engage our customers and the wider local community. The editorial team are great at getting to the core of our challenges and identifying areas to target with their content. The digital dashboard is an invaluable tool to retarget data and maximise opportunities, and the campaign results speak for themselves.”*

**Debbie Tonks, Marketing Manager at Inchcape Jaguar Land Rover**

See our reporting dashboard in action: <https://vimeo.com/328639920>

