

Analytics in Action

Identifying Hot Auto Leads. Increasing Sales by 12%

Client : An Automotive OEM in the US

Business Situation :

The Automotive OEM, with dealerships across the US, was receiving almost 30,000 leads every month from various lead aggregator sites across the internet. Individual leads came with limited information – name, address, email, time frame of purchase, vehicle of interest and trade-in type. The auto retailer wanted to put in place a ranking system so as to classify each incoming lead into hot, warm or cold; depending on the leads propensity to buy a new car in the next 30 days. This ranking system would enable the OEM to be the first to reach out to a Lead and convert him into a Customer.

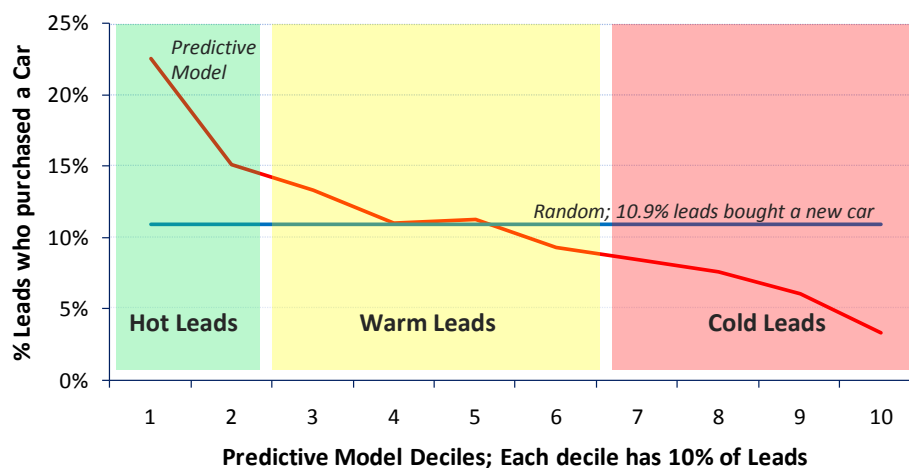
The Task :

- Develop a predictive model that will tag each incoming lead as hot; warm or cold depending on the leads propensity to buy a new car in the next 30 days
- Implement the predictive model in a real-time system so that hot leads get scored and automatically routed to the appropriate dealership depending on the location of the lead and the dealer

Analytical Framework :

A 4-step analytical process was used:

1. Lead information along with auto purchase status over the past 2 years was analyzed. It was found that on average, 10.9% of leads converted and bought a new car within 30 days.
2. Lead information variables like name, address, email, time frame of purchase, vehicle of interest and trade-in type, etc were transformed into derived variables. Text data entered online by leads as 'comments' was also considered.
3. A predictive model was built to classify each lead into hot, warm or cold.
4. The model was validated and implemented as a SQL Stored Procedure to enable real-time delivery of hot leads to the right dealerships.



The Result :

- The predictive model was able to segregate each incoming lead into hot, medium or cold.
- 'Hot' leads had an auto purchase rate of 19%; almost twice that of an average lead. These hot leads were instantly routed to the appropriate dealership for immediate follow-up by their best salesmen. 'Warm' leads had a purchase rate of 11% and were actioned upon in the usual manner. 'Cold' leads were not actioned upon.
- After 3 months of using the lead rating system, auto sales went up by 12% across dealerships.

About Marketelligent

Marketelligent provides data analytics-based consulting and outsourcing services that help you make smarter business decisions. The firm is backed by senior professionals with experience across Consumer focused

industries - Retail Banking, Consumer Packaged Goods, Consumer Retail, Telecom and Media. We offer an affordable global delivery model leveraging the best of domain expertise and analytic capabilities.

Management Team -



Roy Cherian - CEO

MBA – IIM Ahmedabad

- Over 18 years experience in Marketing, Advertising and Media Industry, a significant part in the Food and Consumer Packaged Goods industry
- Headed Marketing Services, Marketing Operations and the Chocolate and Confectionary business of Nestle India
- Pioneering work in Media and Marketing Mix Optimization



Anunay Gupta, PhD - COO & Head of Analytics

MBA – NYU Stern School of Business

- Over 11 years of international experience in Consumer Finance and Retail Banking
- Set up offshore Analytics capability for Citigroup. Managed \$145B portfolio for Citigroup US Cards. Leadership role in American Express Risk management
- Extensive experience in analytics, advanced modeling and predictive techniques



Issac Mathew - Head of Client Services

MBA – IIM Kolkata

- Over 10 years of experience in Information Technology Consulting in Retail, CPG, Supply Chain and ERP
- Part of the Cognizant US team which managed clients like Wal-Mart, 7-Eleven, Ace Hardware, AC Nielsen and HE Butt
- Head of the Business Intelligence practice at PricewaterhouseCoopers, Southern India

Our Clients -



CONTACT

www.marketelligent.com

ASHLEY MARKETELLIGENT PVT. LTD.

#1251, 32 G Cross, Jayanagar 4th T Block, Bangalore 560 041, INDIA

+91 80 2664 2802 (India) 1-408-834-8822 (USA) info@marketelligent.com