Case Study  
Automotive

**OBJECTIVE:** A high-end automotive client wanted help understanding customer defection as well as retention in order to help:
- Guide their marketing strategy and develop an engaging loyalty program

**SOLUTION:** Our Custom Analytics team’s first step was to understand the customer base; who was remaining loyal & who was defecting.
- **Auto Defectors: 39%** Non-certified used buyers defected
  - Younger & wealthier, **50%** aged 35-54 years old & **58%** income over $150k
- **Auto Loyalists: 92%** New car buyers were retained & **81%** of certified used buyers
  - Older with lower incomes, **48%** aged 55 or older and **37%** below $100k

**RESULTS:** Developed targeted solution to identify and build stronger relationships with potential defectors through preferred channels.
- Developed a retention model pinpointing likely defectors prior to their attrition
- Once identified, begin building stronger relationships utilizing preferred communication channel(s) of these current owners
  - **TrueTouch** used for determining engagement channel and flavor preferences