

Case Study

Hamlin & Associates: Turning Data Precision into Award Winning Dealer Performance with Experian Automotive.



Hamlin & Associates Overview

Hamlin & Associates is a nationally recognized automotive advertising agency specializing in data driven direct marketing solutions for dealerships across the United States. The agency supports thousands of dealer campaigns each year, leveraging advanced audience segmentation for marketing performance and VIN verified recall identification to support accurate customer communication.

John Hamlin, Founder of Hamlin & Associates, is a respected automotive marketing leader known for his disciplined focus on data integrity, measurable ROI, and transparent communication. Under his leadership, the agency has built a reputation for pairing precise data strategy with straightforward messaging that eliminates fine print and builds dealer trust.



For more information, please visit:
<https://hamlinandassociates.com/>



John Hamlin
Founder and CEO
Hamlin & Associates



The challenge

Hamlin & Associates needed to help its dealership clients execute high performance, data driven campaigns while also ensuring recall outreach remained accurate, responsible, and customer centered.

They wanted:



Precision Marketing at Scale: Hamlin & Associates needed to deliver highly targeted campaigns that improve relevance and performance across thousands of dealer activations.



Accurate Recall Identification: The agency wanted to identify owners of vehicles with open recalls to support clear, VIN verified communication focused on resolving vehicle concerns.



Trust and Accountability: Maintain transparent messaging and measurable results without compromising customer confidence.



The solutions

Hamlin & Associates partnered with Experian Automotive to strengthen both campaign precision and recall accuracy using [Experian Marketing Engine AutoAudiences](#) and [Auto Recall Verification](#).

For marketing initiatives, Experian Marketing Engine AutoAudiences enabled Hamlin to build highly segmented, data driven campaigns that improved targeting efficiency and campaign performance across its dealer network.

Separately, Auto Recall Verification provided VIN level accuracy to support responsible recall outreach. This ensured dealerships could confidently notify customers of open recalls with clear, straightforward communication centered on resolving identified vehicle issues quickly and conveniently.



“Because the data is so strong, we don’t need fine print. We’ve never used fine print, and that’s unheard of in automotive direct mail marketing.”

John Hamlin, Founder & CEO
Hamlin & Associates



Results: Marketing Campaigns and Recall Communication

Using Experian Marketing Engine AutoAudiences, Hamlin elevated the precision and performance of dealer programs, activating nearly 10 million records over 48 consecutive months and delivering more than 4,400 dealer lists.

Additionally, through Auto Recall Verification, Hamlin was able to assist their dealerships by accurately identifying and notifying owners of vehicles with open recalls, reinforcing transparency and strengthening long term customer relationships.



“Clean data builds trust. When we combine our hygiene process with Experian Automotive insights, dealers uncover opportunities they never knew they had.”

John Hamlin, Founder & CEO
Hamlin & Associates



Award Winning Results

Hamlin & Associates' data driven approach earned national recognition when the agency and Honda World of Louisville received the 2025 Automotive News / Ad Age Global Automotive Marketing Award for Best Use of Data.

The campaign achieved:

- **26% response rate**
- **1,953 repair orders** generated

While recall outreach is centered on resolving vehicle concerns and supporting customer safety, the campaign also demonstrated how accurate data and clear communication can strengthen dealership trust and open the door to ongoing service relationships.

Subsequent customer re-engagement supported **\$811,834** in additional service revenue.



“The results were off the charts, the ROI was almost unbelievable, 7,600 pieces of mail and \$811,000 worth of revenue. It comes down to ROI. Dealers see how much this is paying for itself.”

John Hamlin, Founder & CEO
Hamlin & Associates



Summary

Transforming Insight into Marketing Action

For the past four years, Hamlin & Associates has relied on Experian Automotive to support data driven campaigns and customer focused recall outreach for dealership clients nationwide.

Through **Experian Marketing Engine AutoAudiences**, the agency has built a scalable strategy that improves precision and campaign efficiency. Separately, **Auto Recall Verification** provides VIN level accuracy to enable responsible, safety first recall communication that clearly identifies and resolves vehicle concerns.

By pairing data precision with disciplined execution, Hamlin has elevated campaign performance while helping dealerships reconnect with customers in a transparent manner that reinforces trust. Experian Automotive continues to provide the accuracy, consistency, and partnership Hamlin depends on to drive sustained dealership growth and responsible customer engagement.



“Experian has always done everything they’ve said they’re going to do. I can count on them. What’s more important than that?”

John Hamlin, Founder & CEO
Hamlin & Associates





Experian Automotive

Turning Data into Insights and Insights into Action.

Experian Automotive is the go-to source for data-driven insights that fuel the automotive industry. As a trusted leader in data, we provide comprehensive, compliant data intelligence that enables OEMs, dealers, lenders, agencies, and the aftermarket to maximize sales and outpace their competitors.

To learn more about Experian Automotive's solutions, contact your Experian Automotive account executive.



For more information and to watch the John Hamlin's video testimonial, please visit www.experian.com/automotive/customer-testimonials



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