

Effective and Efficient Conquest Marketing

Conquest marketing is critical for dealers to maintain a competitive edge, whether your priority is to grow your local market or achieve bonus targets to stay profitable. However, conquest marketing is also complex, making it difficult to achieve results without exhausting your time and effort. Now there's help with **Market EyeQ's** Conquest solution.



IDENTIFY

the most likely in market consumers



OPTIMIZE

your marketing to sales funnel with direct insights into customer behavior



DRIVE

the highest potential opportunities to a personalized consumer site



ENGAGE

prospects with the best message at the right time



EMPOWER

your sales team with direct access to leads that convert

Nurture Conquest Customers to Sale

Conquest leads typically sit higher in the sales funnel. These prospects have entered the market to purchase a vehicle, but remain undecided on brand, model, and price. Market EyeQ's Conquest solution identifies consumers at this moment of decision and enables you to:

1. Nurture and convert leads into qualified sales opportunities with personalized, multi-channel marketing campaigns
2. Understand customer behavior with fully integrated audience visualization tools and comprehensive 360-degree reporting

THE RESULTS ARE IN!

Customer engagement rates for our pilot launch partners



28%*

Customers viewed their offer multiple times



4%*

Customers reserved their offer

Market EyeQ's Conquest Approach

FOCUS ON THE RIGHT PEOPLE

Our advanced behavior prediction algorithms using high-quality data from IHS/Polk allow us to identify the best in market customers for you. Our automated and personalized multi-channel marketing campaigns then start the work to convert those customers, effectively and efficiently.

INSIGHT INTO WHAT YOUR CONSUMERS THINK

Our interactive landing page gives consumers the opportunity to engage with your offer based on their needs, providing you direct insight into their buying preferences displayed directly on our dashboard.

FUTURE GROWTH

Comprehensive 360-degree reporting helps you discover new areas for ongoing conquest sales. Our expert services team then works with you to monitor and track performance, providing strategic guidance on improving your conquest results.

