



Automated Marketing Drives Buyers to Auto Dealers

“The ThinkLogic team has an impeccable eye for detail and for the future of our brand. They offer insight no one in our organization thinks about and are able to translate our vision into the code behind our system and organization. They are extremely sensitive to the urgency of our initiatives. I would recommend them to any one.”

—John Morris, Director of Business Development

North American Acceptance Corporation is one of the nation’s fastest growing automobile loan lenders and provider of automated marketing software. The company has seen exponential growth of it’s business that brings together automobile dealerships and buyers actively looking for a car. When they wanted to automate their dealership marketing tools with custom software, NAAC looked to ThinkLogic.

“Our business model uniquely positions us to help automobile dealerships reach those customers who are looking for a car right now,” said Director of Business Development John Morris. “We saw a tremendous opportunity to leverage software to automate the entire marketing process but needed the right technology partner to develop a very specific application.”

After being referred to ThinkLogic by one of their colleagues, NAAC was able to develop the technology that made it possible for auto dealers to reach the right audience at the right time.

Dealerships who subscribe to the program are able acquire leads of customers who are currently looking to buy an automobile. Dealers search through the NAAC database of leads by very specific criteria, including location and other buying demographics. Once they purchase the list of buyers they want, the list is automatically sent to a mailing house for printing and mailing. However, the program doesn’t end there. Each direct mail piece is designed to drive the recipient to the dealership’s website for special discounts and incentives. Once on the site, the recipient enters a unique code printed on their direct mail piece in order to redeem the coupon, allowing the dealer to track response.

The program quickly proved it’s value to the dealerships. In fact, more than 3,000 dealerships use the program every month to reach buyers who are active in the car buying process.

“ThinkLogic helped us to deliver a unique and useable application. We give dealerships the automated tools for marketing to the right audience, while tracking the effectiveness of their campaigns with hard numbers,” added Morris. “The dealerships using our marketing program are pleasantly surprised by the high rate of return they get from the campaigns. The most common response we hear is that they didn’t know what they did before working with us.”

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