

CASE STUDY: RON MARHOFER AUTO FAMILY

INDEPENDENT MEASUREMENT BREEDS TRUST

CLIENT:



SOLUTION:



“We have more confidence in your third-party attribution than with my vendors in-house studies, that’s what makes you guys unique.”

– GREG PALMER
INVENTORY AND MARKETING DIRECTOR



MULTI-TOUCH SALES ATTRIBUTION

CHALLENGE

When working with their vendor partners, every dealer wonders if they get the most from their money. This question is no different for the Marhofer Auto Family.

The Ron Marhofer Auto Family includes GMC, Buick, Chevrolet, Mitsubishi, Genesis, Hyundai and Nissan stores and sells roughly 1,000 vehicles per month. When looking to answer questions regarding which vendors play a role in selling cars the Marhofer Auto Family looked to Clarivoy to provide trusted, independent monthly audits.

SOLUTION

Using Clarivoy’s **Multi-Touch Sales Attribution** tool to monitor and measure performance, the team at Marhofer discovered there were cost efficiencies to be had when comparing their third-party automotive partners against each other. The “Clarivoy Average” is a unique feature that allows Clarivoy customers to compare themselves and their vendors across Clarivoy’s customer base.

“MORE CONFIDENCE IN CLARIVOY’S THIRD-PARTY ATTRIBUTION”

RESULTS

Marhofer used the data from the “Clarivoy Averages” to discover any out of the norm performance. They were able to take this data to one of their vendors to prove that their costs were out of line. Upon doing so, they were able to negotiate close to a 10% reduction in the cost of their monthly package.