AUTOCOM

340%

higher OR of automated messages in comparison with traditional email campaigns

598%

higher CTR thanks to the use of Web Push notifications

We have found a way to engage visitors to our websites through various communication channels, offering the best promotions and marketing campaigns in order to convert them into customers.

Since implementing the SALESmanago system on the websites, we have seen significant sales results month after month. We believe we have been able to meet the needs of our visitors at exactly the same time.

And this is just the beginning, with each step we take, we manage to understand our market, the needs the clients have and to choose the right, and know how to choose the right, communication through segmentation and digital attention.

That is why Autocom decided to get on the boat of innovation and vanguard hand in hand with SALESmanago. Their services have provided us with the most current and effective digital tools that allow us to offer our customers the opportunity to connect and communicate with us through our websites.

Katya Acuña
Autocom Brand Director

About

We are experts in the Mexican automotive industry, with more than 55 years of experience and a diversified portfolio which includes distributors - Nissan, Kia and BRP/can-am, as well as sale of semi-new, recreational vehicles, financing solutions, warranties, insurance, appraisals, tires, accessories, digital marketing and technology for mobility.

At Autocom Global we are a team of more than 1,500 leaders passionate about offering unique services and the highest quality, with the aim of enriching the lives of our clients, being pioneers in Mexico in the sale of cars on the internet.

SALESmanago

Solutions

Web push notifications

Increasing and extending the reach by using web push notifications. Reaching the largest possible audience with the offer.

Automation rules

Running promotional campaigns using automation rules. Segmenting contacts, sending personalized automated emails, sending alerts to users.

Sales Funnel

Using the funnels to segment leads and contact potential customers.

Contact Segmentation Center

Segmenting and managing contacts through a created list of segments in the Contact Segmentation Center.

Lead Generation

Using pop-ups to collect needed information and segment leads by location source. Displaying pop-ups for promotional and informational purposes. Matching the content displayed to the interests of site visitors.

SALES manago

Results

Increased website traffic and significant increase in sales results.

Decrease in unsubscribe rate thanks to personalized messages.

Acquiring new leads and constant communication with customers through the use of Live Chat.

Acquiring new leads through the use of SALESmanago forms.

340%
higher OR of automated messages in comparison with traditional email campaigns.

330%
higher CTR of messages sent from automation rules in comparison to mass campaigns.

598%
higher CTR thanks to the use of Web Push notifications.

89%
of all contacts agreed to receive marketing content.

SALESmanago

Growth Opportunities

Use of dynamic segmentation matrices to segment contacts based on visited websites.

Continuous optimization of implemented processes through A/B testing.

Use of new marketing channels, such as Mobile Marketing, to expand customer communications.

SALESmanago

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