

WEISSACH GROUP: YEAR END EMAIL REPORT

Most Engaged Customers **for All Stores**

November 13, 2020 | **Updated: November 23, 2020**

MOST ENGAGED CUSTOMERS

EMAIL DEPLOYED TO MOST ENGAGED CUSTOMERS

When migrating email marketing platforms, our customers within each database was segmented based on their level of engagements with our past email communications. Our customers were grouped within 5 groups, utilizing each contacts historic records of email opens and clicks.

Engagement Level Breakdown.

- **Most Engaged:** Customers with a level 4 & 5 engagement score. Where level 5 is the highest. These customers received our emails in their inboxes and have a higher probability rate of engaging with our email communications.
- **Level 3:** Customers with a level 3 engagement score. These customers may have received our emails in their inboxes; if they did, they may have engaged with our email communications a few days or up to a week from when the email was deployed. Or Level 3 customers did not engage with our email communications, and or such customers are a new contact in our system and do not have a long enough history for a higher score.
- **Level 2:** These customers most likely did not receive our emails in their inboxes. If they did receive our emails in their inboxes, they never engaged with our email communications. They have gone dormant. This could be the result of several factors such as, poor subject lines, and inconsistent email communications, hence Level 2 customers did not have us on their radar.
- **Level 1:** Customers with a level 1 engagement score. Such customers may have unsubscribed and resubscribed at some point, or their email addresses may have had a soft bounce in the past. *A soft bounce: Soft bounces typically indicate a temporary delivery issue such as their mailbox being full.*

MOST ENGAGED CUSTOMERS

EMAIL DEPLOYED TO MOST ENGAGED CUSTOMERS

The reason for deploying our year-end email in batches, targeting our most engaged customers, were/are for the following reasons:

- Our email marketing DNS records are new, therefore we have a new IP address. This means, we must win our new eCRM's platform 'trust' by showing the system that our contacts engage with our communications, be it via email or SMS and eventually web.
- Since our email marketing communications live on a new IP address, email clients such as Microsoft Outlook, Gmail and so fourth also need to detect our communications as safe and not as spam. Therefore, we also need to win the trust of email clients.
- Furthermore, our 'send from' email address is also new - **hello@enews.STOREWEBSITE.com**. Thus, we need to "train" our customers and contacts of such and to know that:
 - Email communications are in fact coming us, and
 - They can trust our email communications.
- By employing our email communications deployment in batches and starting with our most engaged customers, we are strengthening our **sender reputation score**.
 - To maintain a healthy sender reputation score, our next step is to employ regular and consistent communications to our contacts (*leads and customers*).

MOST ENGAGED CUSTOMERS EMAIL PERFORMANCE & INSIGHTS

WEISSACH

LAMBORGHINI VANCOUVER

LAMBORGHINI CALGARY

LOTUS VANCOUVER

LOTUS CALGARY

WEISSACH



WEISSACH | DEPLOYMENT DATE

NOVEMBER 6, 2020

Our immediate open rate was **64%**.

Compared to Automotive GLOBAL industry average of: 26.77%

Historically, this is a much higher immediate open rate compared to past email communications of 30% to 40%.

Historically, our overall average open rate was: **56.66%**

From April, 2014 to August, 2020.

FROM NOV 6TH TO NOV 13TH

818

Our Total Most Engaged Customers List

593

Unique Opens.
72.49% **Unique Open Rate**

88

Total Clicks.
10.76% **Click Rate**

5

Total Unsubscribes.
0.61% **Unsubscribe Rate**

4

Total Bounces.
0.49% **Bounce Rate**

1,445	Total Opens
2.44	Avg. Opens/Contact

104	Unique Link Clicks
730	Did Not Click Any Links
126	Total Link Clicks

WEISSACH | CLICK REPORT

LINK	UNIQUE CLICKS	TOTAL CLICKS
Just-In Listing: 1988 Porsche 911 Carrera Coupe	29	37
Just-In Listing: 2020 Porsche 911 992 Carrera 4S Cab	25	31
Winter Service Offer	15	17
Just-In Listing: 2018 Porsche Macan GTS	12	13
Social Feed: Instagram	8	8
Weissach News: Porsche Pink Parade Event Recap	5	7
Update Content Preferences	4	6
Langara Weissach 40 Fund	3	3
Web Version of Email	2	2
Social Links: Weissach.com	1	2

WEISSACH

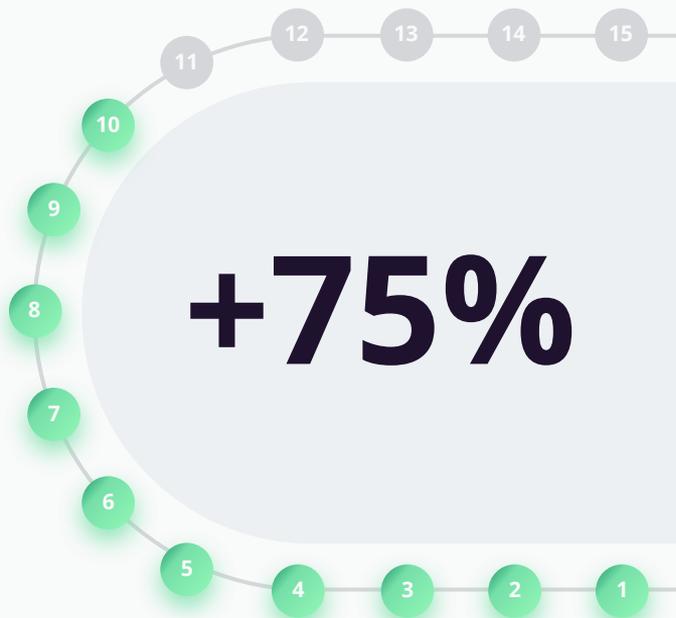
INSIGHTS

OPENS: For a decent size of most engaged customers, the open rate was fantastic.

UNSUBSCRIBES & BOUNCES: For the first time in the Weissach email marketing history, a very low unsubscribe and bounce rates were achieved.

LESSON LEARNED: We should always have an automation funnel in place for the purpose of acquiring engagement from most of contacts. For example, **730 contacts did click on any CTA in the email.** We could cater automated follow-up messages to such contacts. Along the automated funnel, we could disperse messages to such contacts with web messages when they visit our site, SMS if we have their mobile number, and or through personalized web messages.

LAMBORGHINI VANCOUVER



LAMBORGHINI VANCOUVER | DEPLOYMENT DATE

NOVEMBER 12, 2020

Open rate was **75.81%**.

Compared to Automotive GLOBAL industry average of: 26.77%

Historically, this is a much higher immediate open rate compared to past email communications of 30% to 40%.

Historically, our overall average open rate was: **56.66%**

From April, 2014 to August, 2020.

LAMBORGHINI VANCOUVER | THE RESULTS

FROM NOV 12TH TO NOV 19TH

124

Our Total Most Engaged Customers List

94

Unique Opens.
75.81% **Unique Open Rate**

12

Total Clicks.
9.68% **Click Rate**

0

Total Unsubscribes.
0.00% **Unsubscribe Rate**

0

Total Bounces.
0.00% **Bounce Rate**

266	Total Opens
2.83	Avg. Opens/Contact

15	Unique Link Clicks
112	Did Not Click Any Links
17	Total Link Clicks

LAMBORGHINI VANCOUVER | CLICK REPORT

LINK	UNIQUE CLICKS	TOTAL CLICKS
Promo Page: URUS Winter Tires	5	6
Just-In Listing: 2020 Lamborghini URUS	3	3
Web Version of Email	2	2
Just-In Listing: 2013 Lamborghini Gallardo LP570-4 Super Trofeo	2	2
Langara Weissach 40 Fund	1	1
Just-In Listing: 2018 Lamborghini Huracan LP610-4 Spyder	1	2
Update Content Preferences	1	1

LAMBORGHINI VANCOUVER

INSIGHTS

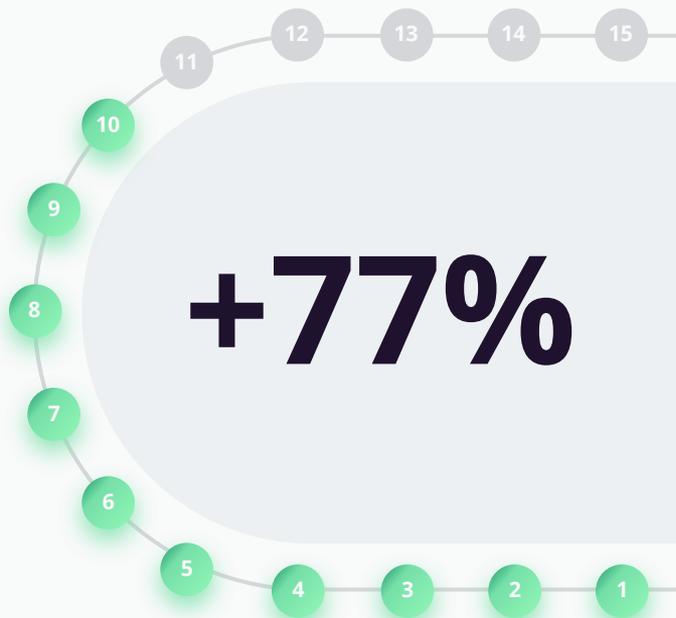
OPENS: For a small size of most engaged customers, the open rate was great.

UNSUBSCRIBES & BOUNCES: For the first time in LV's email marketing history, we have seen '0' unsubscribes and bounces.

LESSON LEARNED: The email only generated **15 clicks**. This could be due to the fact that most sections call-to-action was to call an employee. The phone link was used in hopes to track the number of clicks on the number, but the report did not show clicks on any phone number.

Therefore, the recommendation is to have a '**Speak to Us Now**' CTA where it takes contacts to a chatbot, with an employee on the other end. Great to capture micro-moments when we're top of mind.

LAMBORGHINI CALGARY



LAMBORGHINI CALGARY | DEPLOYMENT DATE

NOVEMBER 17, 2020

Open rate was **77.22%**.

Compared to Automotive GLOBAL industry average of: 26.77%

Historically, this is a much higher immediate open rate compared to past email communications of 30% to 40%.

Historically, our overall average open rate was: **56.66%**

From April, 2014 to August, 2020.

FROM NOV 17TH TO NOV 21ST

79

Our Total Most Engaged Customers List

61

Unique Opens.
77.22% **Unique Open Rate**

10

Total Clicks.
12.66% **Click Rate**

1

Total Unsubscribes.
1.27% **Unsubscribe Rate**

0

Total Bounces.
0.00% **Bounce Rate**

142	Total Opens
2.33	Avg. Opens/Contact

12	Unique Link Clicks
69	Did Not Click Any Links
14	Total Link Clicks

LAMBORGHINI CALGARY | CLICK REPORT

LINK	UNIQUE CLICKS	TOTAL CLICKS
Just-In Listing: 2018 Lamborghini Aventador S Roadster	3	3
Lamborghini News: Huracan EVO Fluo Capsule	2	2
Social: Instagram Feed	2	3
Promo Page: URUS Winter Tires	1	1
Just-In Listing: 2020 Lotus Evora GT	1	1
Just-In Listing: 2020 Lamborghini URUS	1	1
Lamborghini News: UNICA App Experience	1	1
Website Link: LamborghiniCalgary.com	1	2

LAMBORGHINI CALGARY

INSIGHTS

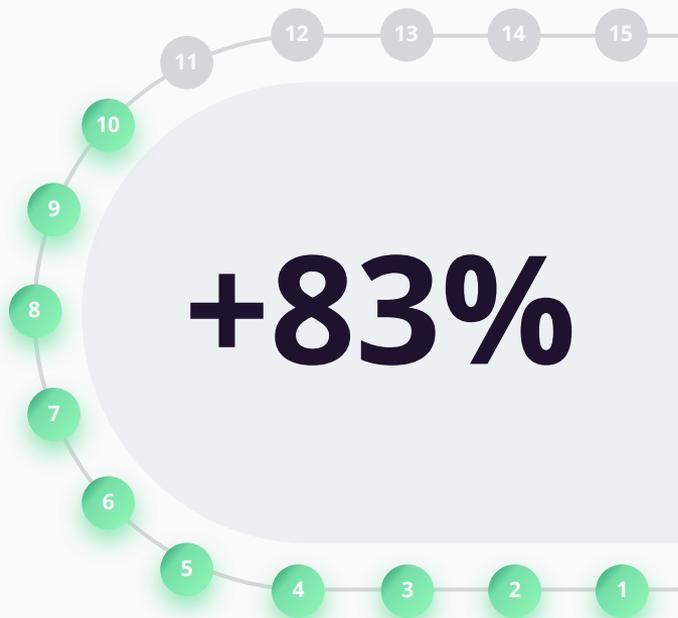
OPENS: For a small size of most engaged customers, the open rate was great.

UNSUBSCRIBES & BOUNCES: For the first time in LC's email marketing history, we have seen a very low unsubscribe rate of only 1 contact and '0' bounces.

LESSON LEARNED: The email only generated **10 clicks**. This could be due to the fact that most sections call-to-action was to call an employee. The phone link was used in hopes to track the number of clicks on the number, but the report did not show clicks on any phone number.

Therefore, the recommendation is to have a '**Speak to Us Now**' CTA where it takes contacts to a chatbot, with an employee on the other end. Great to capture micro-moments when we're top of mind.

LOTUS VANCOUVER



LOTUS VANCOUVER | DEPLOYMENT DATE

NOVEMBER 17, 2020

Open rate was **83.61%**.

Compared to Automotive GLOBAL industry average of: 26.77%

Historically, this is a much higher immediate open rate compared to past email communications of 30% to 40%.

Historically, our overall average open rate was: **56.66%**

From April, 2014 to August, 2020.

FROM NOV 17TH TO NOV 19TH

61

Our Total Most Engaged Customers List

51

Unique Opens.
83.61% **Unique Open Rate**

3

Total Clicks.
4.92% **Click Rate**

0

Total Unsubscribes.
0.00% Unsubscribe Rate

0

Total Bounces.
0.00% Bounce Rate

113	Total Opens
2.22	Avg. Opens/Contact

3	Unique Link Clicks
58	Did Not Click Any Links
3	Total Link Clicks

LOTUS VANCOUVER | CLICK REPORT

LINK	UNIQUE CLICKS	TOTAL CLICKS
Web Version of Email	1	1
Lotus News: Evija Dynamic Debut at Goodwood Speedweek	1	1
Website Link: LotusVancouver.com	1	1

LOTUS VANCOUVER

INSIGHTS

OPENS: For a very small size of most engaged customers, the open rate was fantastic. Only '10' contacts shy away from having ALL contacts open our email.

UNSUBSCRIBES & BOUNCES: '0' unsubscribes and '0' bounces; this is fantastic.

LESSON LEARNED: The email only generated **3 clicks**. This could be due to the fact that most sections call-to-action was to call an employee. The phone link was used in hopes to track the number of clicks on the number, but the report did not show clicks on any phone number.

Therefore, the recommendation is to have a '**Speak to Us Now**' CTA where it takes contacts to a chatbot, with an employee on the other end. Great to capture micro-moments when we're top of mind.

LOTUS CALGARY



LOTUS CALGARY | DEPLOYMENT DATE

NOVEMBER 19, 2020

Open rate was **85.71%**.

Compared to Automotive GLOBAL industry average of: 26.77%

Historically, this is a much higher immediate open rate compared to past email communications of 30% to 40%.

Historically, our overall average open rate was: **56.66%**

From April, 2014 to August, 2020.

FROM NOV 19TH TO NOV 21ST

7

Our Total Most Engaged Customers List

6

Unique Opens.
85.71% Unique Open Rate

0

Total Clicks.
0.00% Click Rate

0

Total Unsubscribes.
0.00% Unsubscribe Rate

0

Total Bounces.
0.00% Bounce Rate

19	Total Opens
3.17	Avg. Opens/Contact

0	Unique Link Clicks
7	Did Not Click Any Links
0	Total Link Clicks

LOTUS CALGARY

INSIGHTS

LESSON LEARNED: Not much to say here since the list of most engaged customers for Lotus Calgary is extremely low.

However, this presents the opportunity to grow the Lotus Calgary database. With the new Lotus Calgary website coming soon, our Calgary team will capture Lotus Calgary specific leads and the site will be integrated with our eCRM so all leads and marketing subscriptions will be added to the Lotus Calgary database.

**GLOBAL AUTOMOTIVE EMAIL INDUSTRY
AVERAGES AS OF AUGUST, 2020**

AUGUST 2020 EMAIL STATS UPDATE

WHAT ARE THE EMAIL OPEN AND CLICK-THROUGH RATES FOR SMALL TO MEDIUM BUSINESSES?

SOURCE: SMARTINSIGHTS.COM

Industry	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate	Spam rate
Agencies	16.10%	1.87%	11.59%	0.16%	0.02%
Arts & Entertainment	28.72%	4.48%	15.61%	0.20%	0.02%
Automotive	26.77%	3.87%	14.47%	0.22%	0.02%
Communications	28.80%	6.38%	22.15%	0.12%	0.01%
Education	28.36%	4.31%	15.19%	0.22%	0.02%
Financial Services	25.36%	4.73%	18.65%	0.20%	0.02%
Health & Beauty	25.09%	4.19%	16.69%	0.25%	0.02%
Health Care	24.83%	3.58%	14.40%	0.21%	0.02%
Internet Marketing	17.26%	2.81%	16.30%	0.20%	0.02%
Legal Services	24.65%	2.66%	10.81%	0.19%	0.03%
Non-profits	36.15%	4.25%	11.77%	0.18%	0.02%
Publishing	29.64%	6.46%	21.78%	0.18%	0.01%
Real Estate	25.48%	3.07%	12.05%	0.20%	0.02%
Restaurants & Food	33.10%	3.46%	10.45%	0.23%	0.02%
Retail	22.38%	3.39%	15.14%	0.19%	0.02%
Sports & Activities	28.99%	3.82%	13.19%	0.20%	0.01%
Technology & High Tech	24.17%	3.03%	12.53%	0.24%	0.01%

FURTHER INFORMATION

REQUEST MORE INFO/DATA

If you would like to know additional performing data/information from our year-end email sent to our most engaged customers, please make a request to: jennifer@weissach.com.