

# OEC eMarketing **Drives Customer Retention & Reengages Dormant Shops**



Dealers see significant increase in orders through customer engagement campaigns.

### **Pulled in a thousand directions**

Between filling orders, processing returns, managing staff, monitoring inventory, there's little time to develop in-house marketing campaigns or to even reach out to your customers. There just aren't enough hours in a day.

### **This creates a challenge**

You still have sales goals, but you're spread too thin to consistently engage your loyal customers, let alone develop a dormant shop strategy. This leaves you in a pickle: **Existing shops are your most valuable customers, spending 5.2x more annually** than new shops.

### **Now for the easy part**

Dealers looking to grow parts operations understand retention marketing is both cost effective and strategic. That's why OEC eMarketing, a turnkey solution, targets existing customers – both loyal shops & dormant ones – based on buying behaviors, all without requiring additional resources from the parts team.

### **The results are in**

Dealers experienced an **18% growth rate** from shops who received an email compared to customers that did not. Simply put, the turnkey OEC eMarketing solution helps drive parts order increases, reengagement, and retention.

### **Did you know...**



Emailed shops showed a **38% increase** in re-engagement vs non-emailed customers



Existing shop customers spend **~\$28K more** annually than new shops



It costs **5X more** to acquire a new customer

Let OEC eMarketing promote your parts department to your shops!



Scan the QR code for more information or to get started.  
Our website  
[go.oconnection.com/oec-new-emarketing-2024](https://go.oconnection.com/oec-new-emarketing-2024)