



## For 28 OEMs, digital performance is not just about counting visits but gaining strategic insight

### About eDX members

- 28 OEMs in major European markets
- Sharing insight & best practice in 8 markets

OEMs have evolved their websites from online brochure-ware to increasingly sophisticated customer interaction tools over the last 15 years. For them, sophus created and developed a shared platform to initially benchmark online performance like with like, but over time sophus has evolved the eDX project to meet a growing set of needs and requirements.

### Goals

- Top line impact: get a handle on your market position
- Bottom line impact: compare your marketing ROI to industry best in class and derive actions to optimize each touch point.

### Measuring performance in all stages of the digital customer journey

Today, the customer journey is 'always on', visitors interact with the OEMs digital platform in all stages and OEMs are having to optimize the performance of their digital touchpoints to work in all stages. To support OEMs with this, Sophus has evolved eDX into a 3 tier membership delivering from a basic market performance report to custom brand, model and engagement analysis and finally to a 360 management report encompassing insights across all customer journey stages, all digital marketing platform elements and their touchpoints.

### Approach

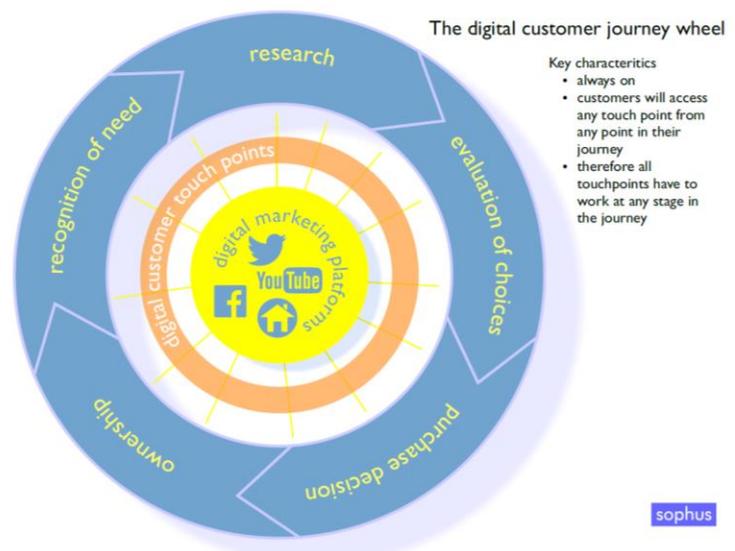
- Tracking full (same set of traffic on each site) traffic
- Going far beyond measuring overall audience size into detailed conversion assessment along the customer journeys
- Provide customised insight reports and evaluate actions recommended therein

### Results

- Transparency on your performance for each relevant interaction point along the customer journey

“These insights on performance along the digital customer journey help us to decide which expenditures to push and which to cut instead”.

- Joachim Coelsch Ford of Europe, March 2014





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## Understanding the market and competitive landscape, OEMs then focus on the digital areas with greatest market impact

Member eDX OEMs were able to immediately spot

- where their key models were losing or gaining ground to the competition
- how much more or less successful they were in engaging their visitors compared to how willingly audiences were engaging in the market at any point in time
- where they should get deeper insight in order to take corrective action

‘Correlating website performance and conversions with car registrations is such a huge topic for automotive brands now, as the importance and transactional capabilities of their web presence increases.’

- Member OEM at 2014 eDX industry forum

## OEMs use their eDX membership platform for turn-key solutions

eDX membership has enabled OEMs to react immediately to a drop in their engagement performance by adding a behaviour optimized engagement tool to their site within a day, providing them with an instant uplift.

For other OEMs facing a sudden event (eg major vehicle recall), membership has enabled them to use existing stored eDX data for a full impact analysis and to spot early recovery signs.

eDX is designed to offer OEMs a range of customized add-on services, analysis and insights without lengthy additional implementation or delay. With over 15 years of industry specific experience and digital expertise, sophus continues to evolve eDX continuously to support OEMs in optimizing the performance of their digital sales and marketing platform.

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