

CitNOW GROUP

A proven approach to improving lost sale conversion by 75%

Background

A UK automotive retailer used CitNOW Marketing360's Lost Sale Journey over a three-month trial period across four of its locations. The objective was to re-engage customers who had previously enquired but dropped out of the sales journey by using a solution that was simple, scalable and automated, without adding manual effort for sales teams.

The retailer wanted a reliable way to reconnect with lapsed enquiries, reignite interest and convert more lost opportunities into completed vehicle sales.

Highlights

Results achieved in first three months:

Doubled vehicles sold from lost sales opportunities

75% improvement in lost sale conversion

£55k additional GPPU (gross profit per unit) per location, per year

The Challenge

Prior to adopting Marketing360's Lost Sale Journey the retailer had faced several challenges. Over the trial period, around 2,500 lost sale customers were identified, with 55% having not responded to previous follow-up attempts. A previous lost sales campaign approach achieved just a 1.8% conversion to sale. It had relied on manual and fragmented follow-up making it difficult to scale re-engagement effectively or consistently measure performance.

The Solution

After implementing Marketing360's Lost Sale Journey, the retailer was able to automate and optimise its lost sale follow-up by creating tailored audiences and delivering timed email and SMS communication designed to recapture attention. All activity was managed within Marketing360, requiring minimal ongoing input from the sales team.

As a result, 2,200 valid customers were included in the lost sale journey which resulted in a 98% email delivery rate with a 71% open rate, alongside 1,459 SMS messages with a 95% delivery rate.

Results Overview

In just three months, the retailer delivered measurable improvements in re-engagement and sales. They saw a 75% uplift in conversion performance which equated to nearly £55k additional profit per rooftop, per year.

Additional benefits

Beyond revenue impact, the retailer also improved data quality by automatically removing inactive opportunities. Single customer and vehicle records created a clear, cohesive view of all communications and follow-up, while eliminating the need for manual chasing and ad-hoc campaign management.

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Commercial Impact

KPI	Before (per month, per location)	After (per month, per location)	Change (per month, per location)	Percent Change
Lost sale Conversion	1%	3%	2%	**+77%**
Additional sales	3	5-6	+2-3	**+77-100%**
Additional revenue	£2,297	£4,084	+£1787	**+77%**

Customer feedback

> "It was simple to get started, and once leads started being contacted, we saw an uplift almost straight away. The lost sale journey delivered up to 75% better conversion than our previous system."
>
> — **Retailer Contact**

Summary

By adopting Marketing360's Lost Sale Journey, the retailer delivered clear commercial and operational gains. Lost sale conversion improved by 75%, with the number of vehicles sold from lost leads doubling. This translated into a revenue uplift of nearly £55K GPPU per location, per year.

Automated email and SMS journeys re-engaged 5% of lost customers, converting 3% into sales, while cleaner data and streamlined follow-up improved efficiency and delivered faster time to value compared with the previous approach.



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