

CitNOW GROUP

A proven approach. Improving lost sale conversion by 78%

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.

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. A previous campaign to these customers saw 55% not respond, resulting in only a 1.8% conversion to sale rate. The campaign relied on manual and fragmented follow-up, making re-engagement difficult to scale effectively, further causing issues with measuring performance consistently.

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 campaign, with a high outreach:

- 98% email delivery rate
- 71% email open rate
- 1,459 SMS messages sent
- 95% SMS delivery rate

Results Overview

In just three months, the retailer delivered measurable improvements in re-engagement and sales. They saw a 78% uplift in conversion performance, equating to approximately £21.4k 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.

Highlights

Results achieved in first three months:

78% improvement in vehicles sold

£21.4k additional profit per location, per year

Eliminated need for manual campaign management

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Commercial Impact

KPI	Before	After	Change
Lost sale Conversion	1.8%	3.2%	78%
Additional sales	3	5-6	+2-3
Additional profit	£2,297	£4,084	+£1,787

Table units are per month, per location

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 78% better conversion than our previous system."
>
> — **Retailer Contact**

Summary

By adopting Marketing360's Lost Sale Journey, the retailer delivered clear commercial and operational gains. They saw a 78% uplift in conversion performance, equating to over 21k additional profit per rooftop, per year.

Automated email and SMS journeys re-engaged +5% of lost customers, converting 3.2% 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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