

INDUSTRY BRIEF

Auto Auctions



Text messages have revolutionized personal communication, quickly becoming our go-to channel for daily use. Texts boast a near-perfect read rate of 98% and are responded to 7.5x more often and 60x faster than email. Trumpia's unique solution is perfect for auto auctions because it gives them the power of texting, along with powerful targeting and automation tools to help keep your

01

Generate More Revenue

revenue

With a 98% read rate vs email's 22%, text messaging is the perfect tool to increase attendance at your auctions and maximize your ROI.

- Send out mass text blasts to your customers before an auction date to increase attendance. For example, let all of your dealership customers know when the next dealer exclusive auction is live.
- SMS Marketing Services unique Smart Targeting feature will allow you to send relevant messages to customers that best match their desired vehicle type and budget range.

02

Boost Engagement

For the same reasons you prefer texting with your friends over calling them, SMS is the most convenient and effective communication channel for engaging with customers.

- Create keywords that build your contact database. For example, ask customers to text "Auctions" to your short code to collect their mobile number and our system will ask questions to capture more targeting information.
- Send MMS picture messages of cars to your customers so they can see what they are buying.
- Our Text Bot can automatically answer common questions customers may have without tying up your employees on the phone.

03

Improve Customer Satisfaction



Everyone carries their phone with them at all times, making it the perfect tool to send and receive alerts.

- Our Two-Way Texting allows your customers to communicate with you without the risk of phone tag or buried emails. Better yet, you can do this using your existing landline number, so you don't have to use your personal number to text for business.
- Because texts get responded to 7.5x more often than email, you'll be able to gather more feedback.

LIFECYCLE ENGAGEMENT

All-In-One Marketing solution uniquely allows you to communicate with customers throughout every stage of your business, from sign up for auctions to answering questions and getting customer feedback. For example:



1

Collect new subscribers using **mobile keywords** and online sign-up tools.



2

Automatically **track behavior** and gather relevant information about customers by asking questions and automatically capturing their responses.



3

Our **Smart Targeting** tool automatically filters distribution lists based on each subscriber's interests and behavior, so you send only relevant auction alerts.



4

Send **mass notifications** to alert customers about upcoming auctions.



5

Answer questions via **two-way landline texting** using your existing business phone number, so you can text for business without exposing your personal mobile number.



6

Automatically **send relevant reminders** when auctions are starting or when a vehicle a customer is interested in is about to be auctioned.



7

Automatically answer common auction or operational questions with our **Text Bot**.



8

Set **access rights** to contacts and features in our system for each employee, department, or even location.



9

Send **text surveys** to gather feedback and improve your process. Our surveys branch according to your customer's responses, allowing you to ask deeper and relevant questions.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1-hour average support response time during business hours.



365-day
Technical Support



1 Hour
Initial Response Time



9.5/10
Customer Service Rating

