



Case Study

TurnKey Auto Events

Data matching tool gives Microsoft Excel
and extra boost



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Company Profile

TurnKey Auto Events conducts high-volume car buying campaigns for automotive dealers nationwide. They produce events that compel car buyers to attend and purchase vehicles.

The company leverages existing dealer data and customer lists and use proven campaign strategies that not only produce sales but build a brand and name awareness in YOUR local market.

With over 100 years of automotive sales and marketing experience from manufacturer to the local dealer level, our professional automotive staff has implemented successful sales event campaigns for hundreds of dealers nationwide.

Business Situation

As a service provider that provides sales leads for automotive vendors, TurnKey Marketing was looking to receive credit for additional sales procured with the various dealerships they partner with.

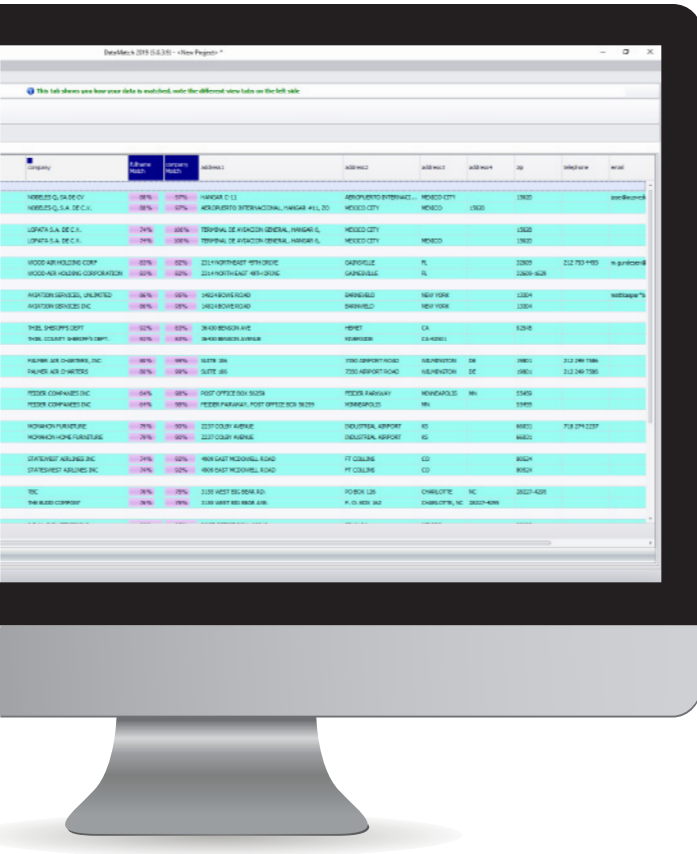
By being able to match sales with the multitude of potential prospects they speak to on a daily basis, they are able to receive sales credit (and earn money) for each lead.

They currently use Microsoft Excel to manage an enormous amount of data and customer information. Unfortunately, Excel doesn't have many options to match and separate data efficiently. Deduplication was also an issue.

Our Solution

Using DataMatch™, Data Ladder’s sophisticated data matching product, the company was able to match records from several sources. From there they were able to create a bird’s eye view of a potential car sale over time. This was accomplished in several ways:

1. Saved time on removing duplicates, matching lists, and data cleaning activities.
2. Combined and matched records across multiple lists in a quicker fashion.



Do some business intelligence.



Match records across multiple lists.



Time saving solution.

Benefits

The best in class fuzzy matching capabilities



With the best in class fuzzy matching capabilities, combined with customized training by Data Ladder specialists, TurnKey Marketing was finally able to identify matching records: something they were unable to do before. They were finally able to match actual sales at dealerships with customers they had previously spoken to.

Save Time and increase in revenue



With the ability to dedupe information quickly and efficiently, they are able to save time. They anticipate seeing an increase in revenue as they continue to clean up their databases.



"DataMatch™ makes it a lot easier for me to match columns in Excel. My whole reason for getting the software was to match up sold vehicles with leads that we're working."

Matt Griffin
VP. of Operations

Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise™, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering data cleansing services through **DataMatch™**.

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