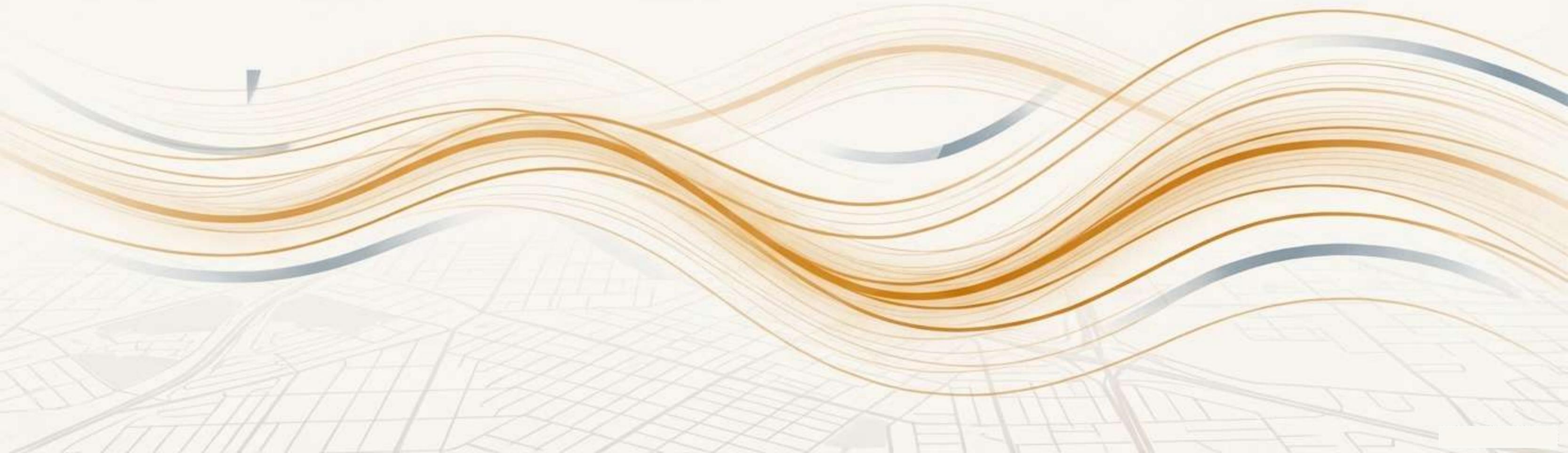


Marketing in Motion

How an Automobile Service Company Discovered “Where”
is Less Important Than “What’s Happening Nearby”.



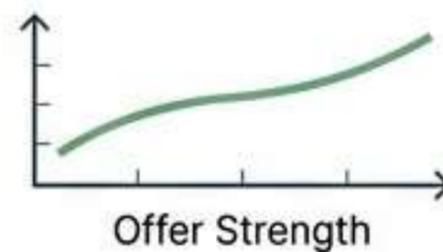
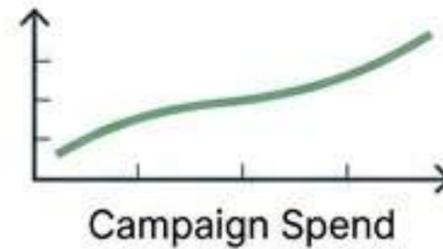
The Paradox of Unpredictable Performance

An established automobile service company had all the right ingredients: loyal customers, strong brand recognition, and regular discount campaigns.

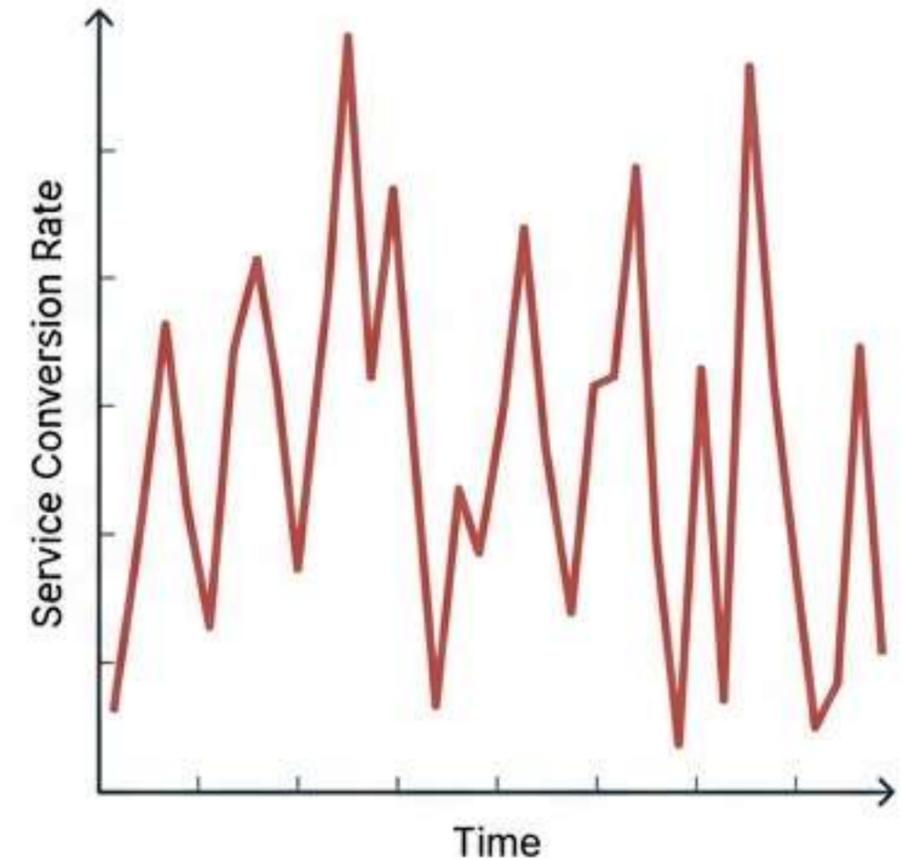
Yet, service uptake was completely unstable. Campaigns would succeed one week one week and fail the next, using the same offers.

The problem wasn't the quality of their marketing, but the context.

STABLE INPUTS

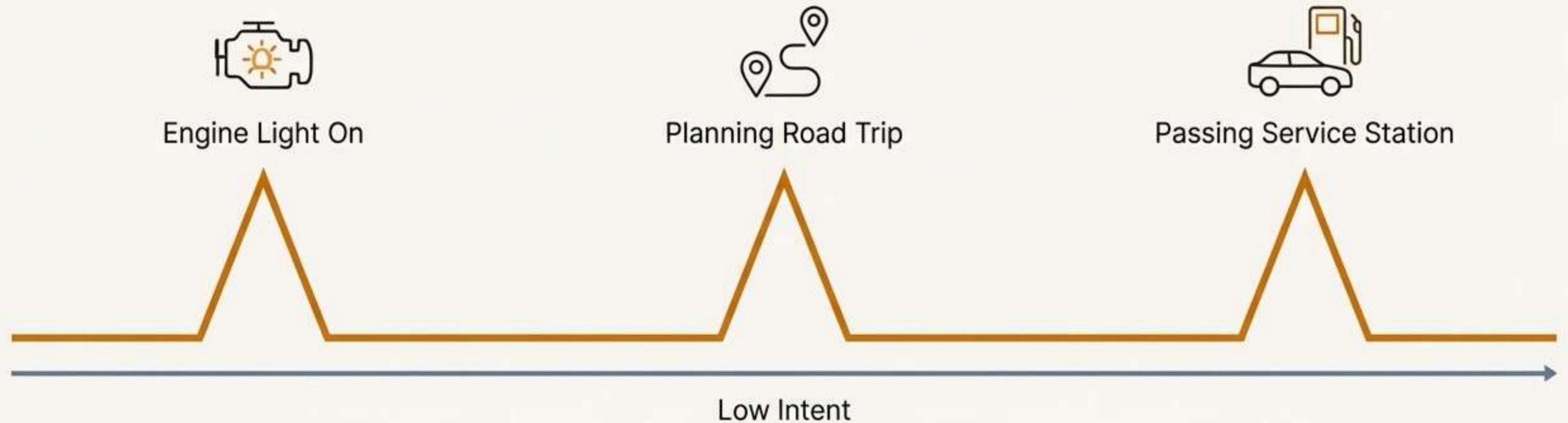


UNSTABLE OUTPUT



Service Decisions Are Not Continuous. They Happen in Moments.

Automobile servicing isn't an impulse buy. Customers don't think about it daily. Intent surfaces only in specific situations: while driving, preparing for a journey, or noticing a change in their vehicle. The same customer, with the same offer, reacted differently based on their immediate context.



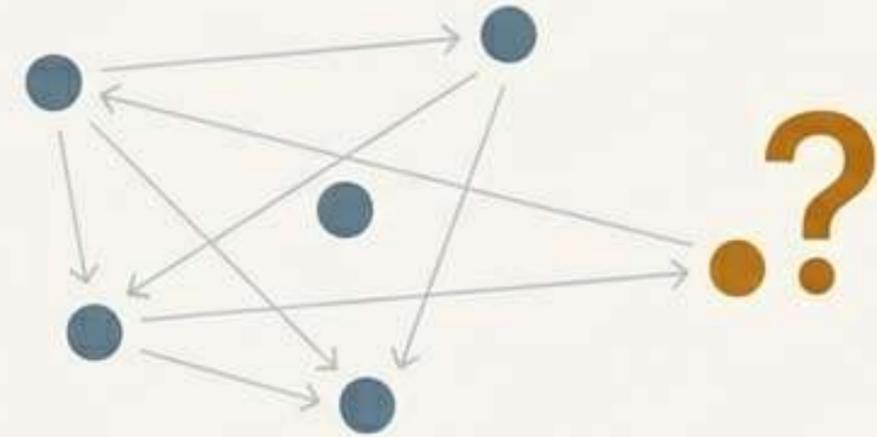
This revealed a fundamental truth: **Service intent is situational, not fixed.**

The First Cracks in the Old Model



Challenge: Location Data Failed

The initial assumption was simple: customers closer to a service station should convert more. In practice, this was inconsistent. A location coordinate shows *where* a customer is, but not if they are driving, parked, rushed, or relaxed.



Challenge: Analysis Gave Confusing Signals

Early analytics treated each customer response as independent. This was flawed. Nearby customers were often in the same situation (traffic, route) and their behaviors were correlated. Assuming independence led to misleading conclusions.

“Location alone is not intent.”

The World Was More Dynamic Than Their Data



Behavior Was Clustered, Not Individual. Service bookings showed clear geographic clusters. Real behavior was happening in groups sharing the same conditions, but they were targeting individuals.



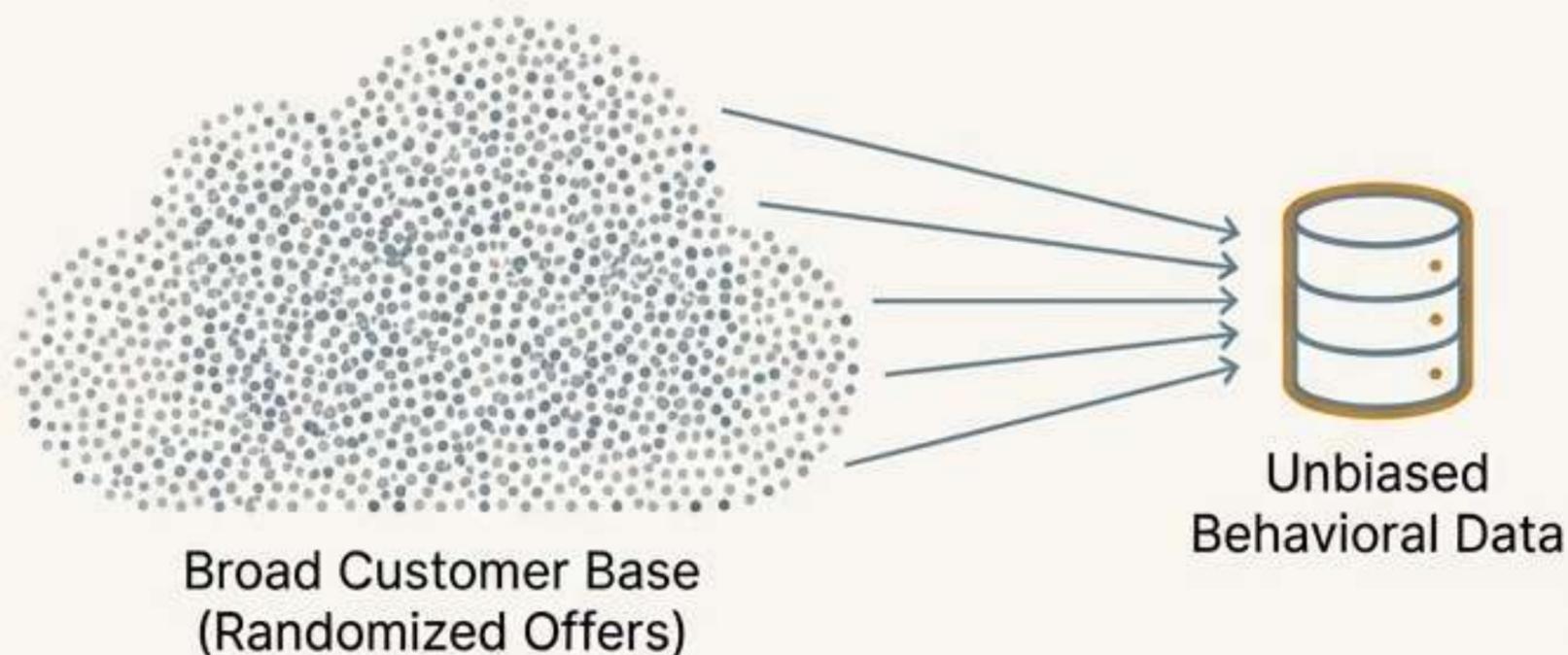
'Strong' Locations Didn't Stay Strong. High-performing areas changed constantly based on time of day, travel seasons, and traffic. Static geofences and targeting rules quickly became outdated.



Old Data Created New Blind Spots. Prioritizing areas with strong past results meant missing new, emerging demand. Recent activity proved far more important than historical averages.

The Breakthrough Began With a Question: What if We Just Watched?

Instead of forcing rules, the team took a 'learning first' approach. They executed a large test campaign, sending service coupons randomly to a broad customer base over several weeks. No location targeting or time logic was applied.



- Data Recorded for each interaction:
 1. Customer's real-time location
 2. Time of day
 3. Service booking (Yes/No)

The Real Pattern of Intent Became Visible

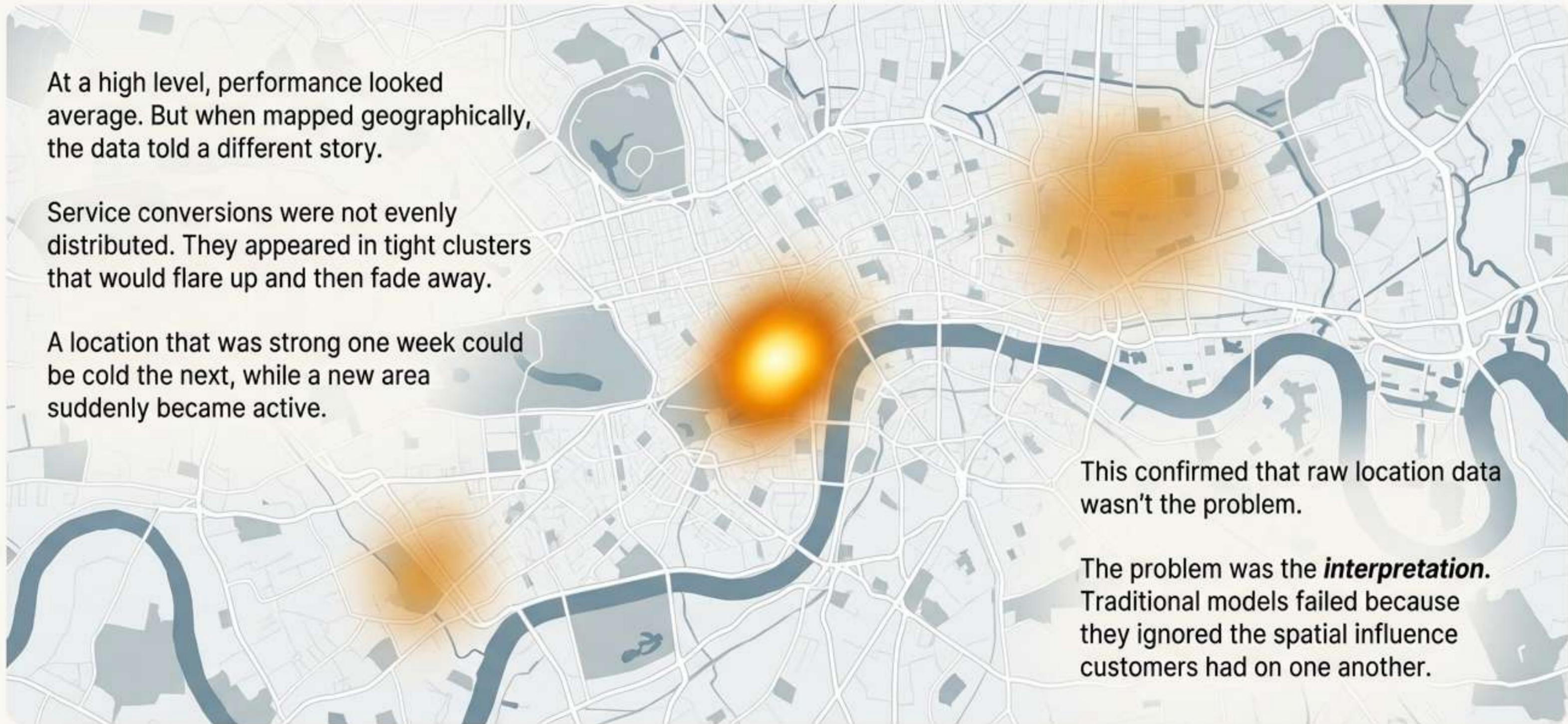
At a high level, performance looked average. But when mapped geographically, the data told a different story.

Service conversions were not evenly distributed. They appeared in tight clusters that would flare up and then fade away.

A location that was strong one week could be cold the next, while a new area suddenly became active.

This confirmed that raw location data wasn't the problem.

The problem was the *interpretation*. Traditional models failed because they ignored the spatial influence customers had on one another.



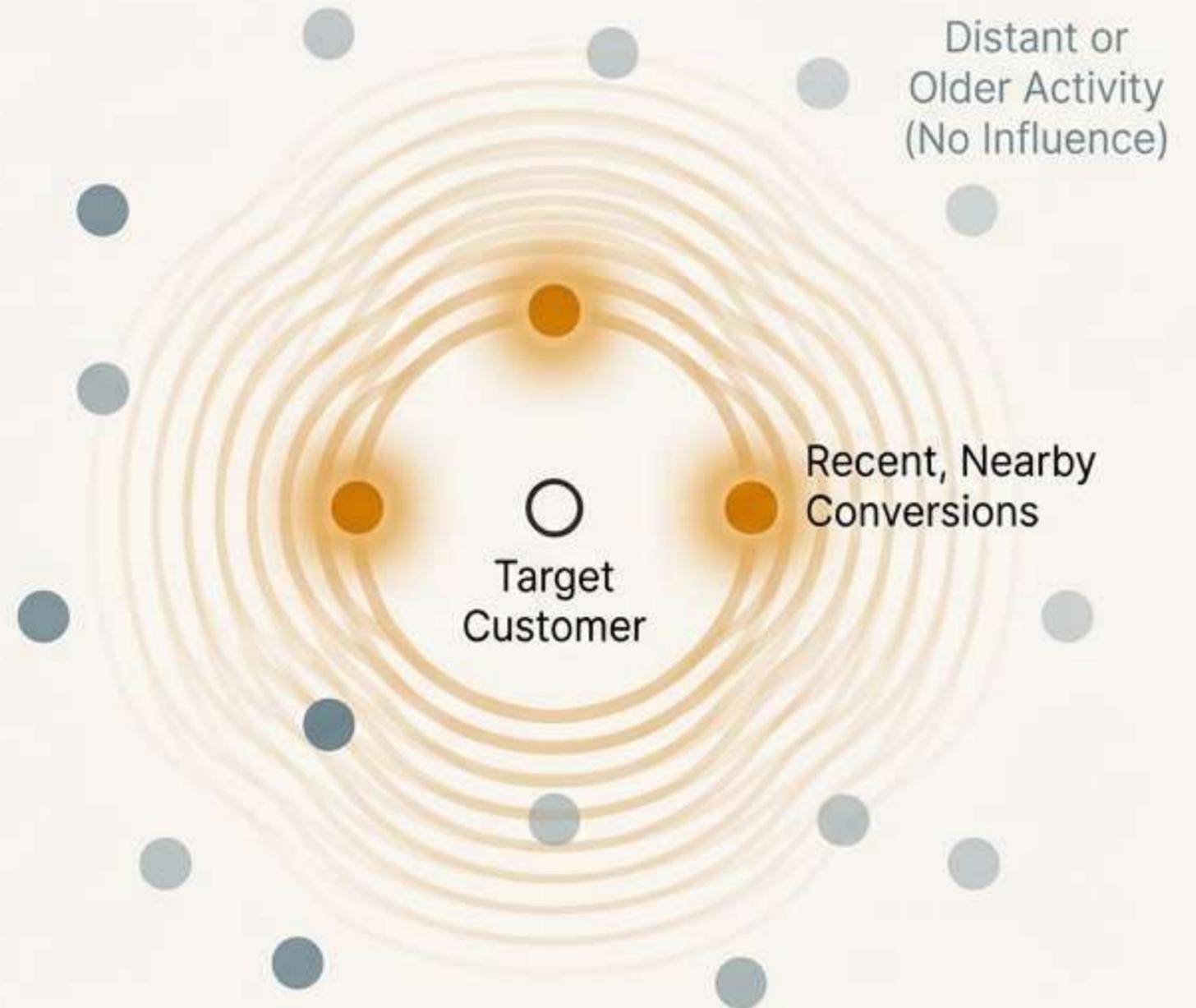
From Static Points to Live Momentum

To capture this dynamic, clustered behavior, a concept from advanced analytics was introduced: The Spatial Autoregressive model (SAR).

In simple terms, SAR measures location momentum.

It doesn't ask, "Where is the customer?"
It asks, "**What has been happening around the customer lately?**"

If nearby customers have recently booked services, that area has positive momentum.
If activity slows, momentum fades.



The Simple Rules of Location Momentum

Recency Over History. Recent behavior matters more than old behavior. The signal naturally updates as the real world changes.



Proximity Over Distance. Nearby activity matters more than distant activity. The model correctly assumes customers are influenced by the shared situation they are in right now.



The Result: With SAR, location is no longer a static coordinate.
It becomes a live signal of probable intent.

The Shift: From Targeting Customers to Targeting Moments

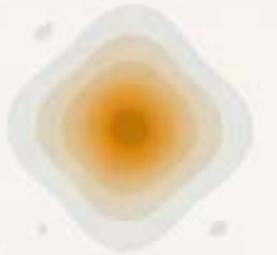
BEFORE SAR

- **Location Was:** A Static Position.
(e.g., 'Customer is at 123 Main St.')
- **The Question Was:** *Who* should get this coupon?
- **The Strategy Was:** Customer Targeting
(Based on profile, history)



AFTER SAR

- **Location Is:** A Live Probability.
(e.g., 'Intent is emerging near 123 Main St.')
- **The Question Is:** *Where* is service intent emerging right
- **The Strategy Is:** Moment Targeting (Based on current context)



This Changed Everything We Thought We Knew About Coupons.

“Coupons did not create intent. They supported intent already forming.”

Marketing's role shifted from aggressive pushing to providing a timely, helpful reminder precisely when a customer was already considering a decision.



Broadcast



Nudge

The Business Impact Was Immediate and Transformational

3x

Higher Conversion

Conversion rates improved
Conversion rates improved
nearly three times compared to
earlier, non-SAR campaigns.

-

Marketing Waste

Fewer coupons were sent
overall, while more services
were booked. Marketing costs
declined and discount waste
waste was reduced.

+

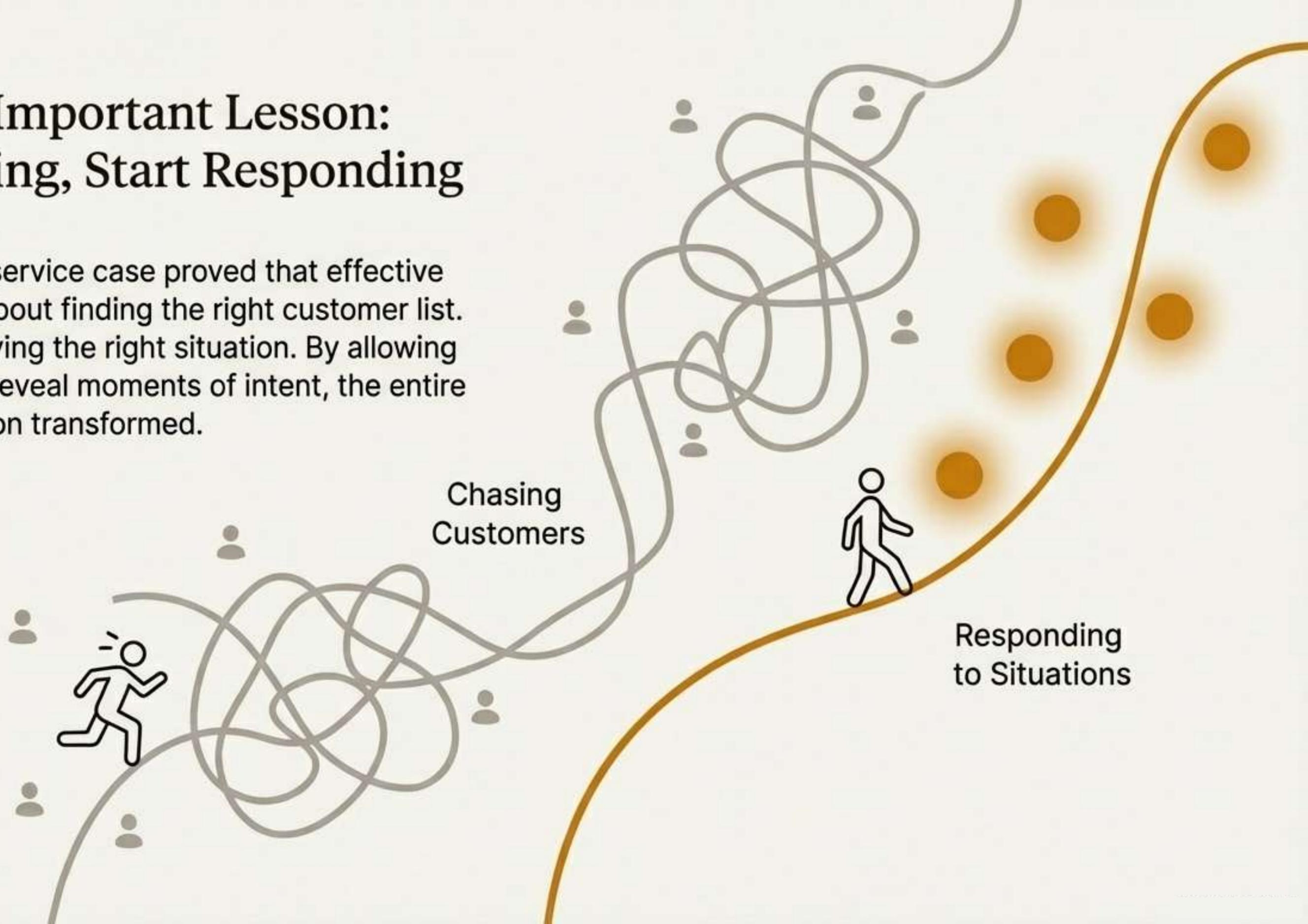
Incremental Revenue

With an average service value
over \$200, the improvement
translated directly into strong
incremental revenue without
increasing marketing spend.

Customers responded better to offers that felt timely and helpful, not like promotional noise.

The Most Important Lesson: Stop Chasing, Start Responding

The automobile service case proved that effective marketing isn't about finding the right customer list. It's about identifying the right situation. By allowing location data to reveal moments of intent, the entire marketing function transformed.



In the new era of marketing,
growth doesn't come from sending
more messages.

**It comes from understanding
when and where your
customers are ready to decide.**

Treat location as behavior, not just a point on a map.