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Client Command Bursts Into 2017, Smashing Sales Goals and Quadrupling Staff

Cumming, GA (May 2017) – Client Command, the automotive marketing leader in turning active car shoppers into real customers, started the year with a bang, exceeding all quarterly goals, amassing a growing list of accolades, and quadrupling staff to keep up with the demand. Since 2014, Client Command has continually exceeded growth goals each year, growing at a rate of more than 45% each year and hitting as high as 64% growth. In addition to their substantial growth in revenue, the company has also amassed a long list of accolades, capped by being named to the Inc 5000 Fastest Growing Companies list for the fifth time.

Client Command's rapid growth lies within their ability to simplify the automotive marketing and advertising process. By engineering the industry's most powerful marketing technology, automotive marketers can precisely identify and engage active car shoppers™ to increase both sales and profits, as well as gain clear and measurable ROI. Since first rolling out their direct to car buyer marketing solutions, Client Command has more than quadrupled their sales staff to keep up with exploding demand, and have increased their office space from 5,000 square feet to 13,000 square feet.

"It's really fulfilling to see how quickly individual dealerships and dealer groups alike have taken to our strategies and solutions to help them target buyers ready to act in their immediate area," said Jonathan Lucenay, CEO of Client Command.

"We've had clients come back and tell us they've gained thousands of new leads due to our hyper-targeted marketing profiles. Their success has been our success."

It all begins with Client Command's proprietary behavior tracking technology. Through this process, Client Command is able to active car shoppers in a specific geo-location. For instance, one buyer may be a student looking for their first new vehicle, while the other buyer is a dad of two with a baby on the way and is looking for an SUV with a third row. Client Command then uses their behavioral tracking technology to deliver a 1:1 media message utilizing a combination of online and offline channels.

When asked how many sales can be attributed to Client Command's marketing strategies, General Manager, Jonathan Megel of John Megel Chevrolet says, "I want to say somewhere around 1400 customers, and a bunch of those are new customers that we've never seen before in our stores."

Client Command marketing solutions reach the perfect customer prospects for dealerships with around the clock messages where they are guaranteed to get noticed, whether at home, at work, or on personal connected devices. "We like to think of it as precision marketing surround sound," said Lucenay..

To find out more about Client Command and how their automotive marketing strategies can help jumpstart your dealership or dealer group marketing and sales, please visit www.clientcommand.com.

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About Client Command:

Client Command identifies the absolute best customer targets for a dealership's vehicle sales needs and uses behavioral tracking technology to deliver a 1:1 media message that compels buyers to act. By engineering the industry's most powerful marketing technology, automotive marketers can precisely identify and engage active shoppers™ to increase both sales and profits, as well as gain clear and measurable ROI.