

CLIENT STORY

GLOBAL AUTOMOTIVE INDUSTRY BRAND

# Personalizing Customer Experiences to Accelerate Vehicle Demand

## SOLUTIONS DEPLOYED

- CX Strategy and Planning
- Personalization Implementation

**BLASTX**  
CONSULTING



**#1**

In J.D. Power Summer  
2022 Ranking of Mass  
Market Websites



# 1,300+

Additional “Build A Vehicle”  
Completions In Just 3 Weeks!



# #1

In J.D. Power Summer 2022 Ranking  
of Mass Market Websites



# 254%

Increase in Homepage  
Engagement

## Client Need

This global automaker knew it took multiple sessions from prospective buyers for them to move from browsing their fleet of vehicles to moving to the next stage of the buy cycle. The client needed to figure out how to increase visitor engagement rates and drive improved build a vehicle completion rates.

## BlastX Consulting Solution

BlastX worked with the client to assess their website and customer journey and craft an improved Customer Experience (CX) strategy to better engage returning users and help them along their exploration journey. The personalization strategy framed a dynamic content structure that provided current and subsequent personalization that adapted to changes in vehicle exploration and preference.

Key metrics for this initiative included homepage engagement for top of funnel acquisition and Build a Vehicle tool completion rates as key indicators towards vehicle purchase.

These efforts paid off in spades: In the summer of 2022, this client jumped into the J.D. Power #1 spot for Mass Market websites. J.D. Power specifically called out the client’s “bold UI and iterative design approach”.