

Case Study



Sector:	Automotive Sales Software
Product:	CANDDi Core CANDDi API CANDDi Alerts

CitNOW enables car dealers to engage more effectively with their digital customers, wherever they happen to be. Using a simple video capture application on a handheld device, dealers can create and upload personalised videos of specific vehicles for prospective buyers around the country. Today the product is in use with over 300 dealers from a variety of manufacturers and groups.

The Challenge

CitNow wanted to give dealers rich reporting on their prospects' interactions with each video. They could get basic stats about how many times the email had been opened and the page had been visited but this told the dealer little: they wanted to know who had watched it, and how much of the video they had watched to ensure that it was the intended customer and that they were really engaged.

Selecting CANDDi

CitNow's Sales Director Alistair Horsburgh was introduced to CANDDi through a mutual contact. He quickly identified the value that CANDDi could add to CitNow's solution.

"CANDDi's API presented us with the opportunity to quickly add highly relevant, personalised analytics to our product. And to make that analysis valuable," commented Horsburgh.

CANDDi prepared mock-ups of how the analysis could be presented to CitNow's car dealer customers, and explained how the platform could also be used for CitNow's own business development.

The Solution

CANDDi provided full documentation for the API and worked with CitNow's developers to build custom extensions to extract the maximum amount of useful data from CitNow's application. This included building custom integrations with JWplayer to collect data on what proportion of the video had been watched on each visit, and even whether the volume had been changed or screen resized.

"CANDDi's technology team were incredibly responsive, working closely with us to achieve the vision they originally proposed," said Horsburgh.

With the data feeding via CANDDi into CitNow's application, the attention turned to how this information could be flagged to dealers so that they could use it in a timely manner. CANDDi's Alerts package allows CitNow to trigger emails to the relevant person in a dealership each time a Prospect comes back to watch a video.

The Result

CANDDi's API is deeply integrated into CitNow's video platform, providing car dealers with rich information about the behaviour of each prospect, including their number of visits, and the proportion of the video they watched on each occasion. CitNow will progressively be adding more elements from the CANDDi API, further enriching the reports.

Working together the two companies have also added email alerts for dealers whenever a Prospect visits or revisits the video page. This effectively integrates the output of the CitNow platform back into the sales process, giving dealers evidence that their video is working and prompting follow-up on prospects from the sales team.

Horsburgh concluded: ***"CANDDi gives our customers valuable information, delivered in a timely manner, in a format that is easy to take action upon. There's no need for them to have someone checking the data and making decisions: CANDDi tells the right person, who to call, when to call them, and what to talk to them about. Adding CANDDi to the CitNow platform helps us to help our customers sell more cars."***

Further Information

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