



HYUNDAI AUTO CANADA CORP GAINS SPEED AND DRIVES INTELLIGENCE WITH A SOPHISTICATED NEW DATA DASHBOARD



Hyundai Motor, South Korea's largest automaker is ranked as the world's fifth-largest automaker since 2007 and includes over two-dozen auto-related subsidiaries and affiliates. Hyundai, a data-driven automotive company, relied on a manually compiled weekly dashboard to monitor the impact of their significant digital marketing investments, but it required significant resources to maintain. Hyundai Auto Canada Corp partnered with Cardinal Path to create an automated, real-time dashboard, which improved data accuracy, reduced costly resources and delivered advanced analytic insights.

Hyundai Wanted to Dive into their Data, Not Spend Time with Spreadsheets

Hyundai's existing Excel-based dashboard was cumbersome and labor-intensive; it required a great deal of manual work, which drained valuable resources, lacked flexibility, and endangered data integrity. Additionally, Hyundai's data output was complicated, which slowed interpretation and decision-making. The automotive company needed an efficient solution that required less emphasis on report building and more time dedicated to data analysis and strategic planning.

“We went from taking about 4 hours a week to pull our data together, to about 20 minutes a week. Even more important—instead of report building, we now have time to draw insights and analysis. Before we had struggled to tell what was happening with our marketing investments, now we can dive right in to understanding why.”

Alex Pandelidis
Digital Marketing and Social Media Specialist
Hyundai Auto Canada Corp

How Cardinal Path Delivered a Custom, Advanced Data Dashboard

Cardinal Path leveraged Klipfolio's real-time business dashboard solution, to build a dynamic, automated version of Hyundai's existing dashboard that delivered timely robust data and visualizations in a more digestible format. Cardinal Path combined Hyundai's diverse array of digital data—e.g., acquisition, advertising spend based on different car models, social media performance/influence—to present a comprehensive, easy-to-understand picture of their digital marketing performance.

The new, easy-to-interpret and visually pleasing dashboard allows Hyundai Auto Canada Corp to quickly analyze and interpret real-time data in a variety of different ways. This has expanded Hyundai's capabilities, enabling them to focus more on performing analysis to generate insights; such as correlating ad spend with customer behavior to determine which marketing initiatives are driving business success.



Overview Acquisition **Details** Advertising Models Social

Funnel Phases for all Models (Advertising)

KPI's per funnel phase	Visits	Conv %	SWLM	%Change	SWLY	%Change
Showroom view (Consideration)	16,376	11.20%	25,342	▼ 15%		▲ 1%
Build&Price (Interest)	14,271	10.52%	15,347	▼ 2%	15,347	▲ 2%
Request a Quote (Purchase Intent)	85	1.05%	12	▼ 20%		▲ 1%

Showroom

Showroom Sessions by Medium (Current Week)

Build & Price

Build & Price Sessions by Medium (Current Week)

Request a Quote

Request a Quote Sessions by Medium (Current Week)

Showroom Overall

Pageviews

Build & Price Overall Interest

Pageviews

Test Drive Overall Interest

Pageviews

Interest - Build & Price completion visits

Build & Price completed

Interest - Special Offer visits

Visits to Special Offer

Purchase Intent

Purchase Intent Type	Visits	SWLM	% Chan...	SWLY	% Chan...
Request Quote	85	102	▼ 15%		▲ 1%
Dealer Locator	15,347	12,347	▼ 2%	12,347	▲ 10%
Test Drive	12	28	▼ 57%		▲ 1%

Purchase Intent - Request a Quote submission visits

Request Quote

Purchase Intent - Dealer Locator completed visits

Dealer locator

Purchase Intent - Test Drive request submission visits

Test Drive

Insight into stages of purchase interest

Hyundai is now leveraging this technology to integrate offline data from multiple data sources on potential customer actions such as visits to showrooms and walk-ins for test drives, enabling Hyundai to infer stages of purchase interest from “Consideration” through “Interest” and, ultimately, “Purchase Intent.”

All told, Hyundai Auto Canada Corp has found more stories in their data by organizing it in different ways, which is leading to better and even more informed strategic marketing decisions and optimizations.

“Cardinal Path helped us step back and identify the business value we needed to see in an analytics dashboard. As a result, we can share data on early indicators of purchase intent and interest that ultimately enhances our customer experiences.”

Hyundai was also able to correlate previously disparate data—such as between new leads and new web traffic—while optimizing monthly ad spends and assessing the performance of their lead generation activities, both on and offline. Plus - with the new technology and advanced capabilities, Hyundai has reduced their overhead by cutting labor costs.

“Cardinal Path helped us bring our data together to create a meaningful, forward-thinking data visualization tool for the business”, says Alex Pandelidis Digital Marketing and Social Media Specialist with Hyundai.

It's easy to get started

Cardinal Path makes putting your dashboard solution into place seamless:

- Every dashboard solution begins with an **in-depth analysis** of your current data strategy, business goals, Key Performance Indicators, marketing program and a validation of the complexity of your data sources
- Our **kick off meeting** will serve to gather and review relevant documentation; receive appropriate access rights; meet with Project Team to review desired objectives, validate expected outcomes; and review our project plan
- The **discovery and solution alignment process** ensures that the **dashboard design and development stage** is efficient, targeted to your desired outcome, and accessible across multiple devices including TV monitors, mobile devices and laptops/desktops
- The process ends with a **walk-through of the final dashboard**, appropriate **knowledge transfer**, **experience optimization** and **project wrap-up**

Cardinal Path Solutions for Hyundai included:

- AdWords Audit
- Google Analytics Audit
- Custom Training
- GA Implementation consultation
- Dashboard implementation (technology by Klipfolio)
- KPIs & BRDs

Get started!

Let Cardinal Path help your organization deliver the right data to the right people at the right time in the right format.

We'll show you how. Contact us today.

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Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.