



Case Study: Extreme Dodge Chrysler Jeep

Brian Robinson is the Marketing Director at Extreme Dodge Chrysler Jeep, a new and used car dealership in Jackson, Michigan

The Client's Problem

Extreme Dodge Chrysler Jeep wanted a Digital Signage provider to help improve customer engagement at the dealership. Since the dealership has a wide range of offers, from leasing and finance to maintenance and repairs, he needed a way to communicate his dealership's value proposition across multiple customer touch points.

Spectrio's Solution

Having worked with over 1,000 dealerships already, Spectrio had the right solutions ready to go. They deployed four total screens, two in the showroom and two in the fixed ops area — each one customized to match the needs of the potential audience. This feature meant Brian could pick and choose the right messaging from Spectrio's content library, as well as upload his own marketing assets. He can even create custom content within the CMS and advertise promotions and offers specific to his dealerships, such as finance offers and pre-owned inventory.

The Result

"This keeps customers in our showroom excited about our products," Brian said. "Whether it's a highlight video of the All New Ram 1500 or information about the maintenance and warranty packages offered, adding Spectrio's Digital Signage allowed us to improve our dealership experience."