

Nissan Fuels Customer Relationships with Mobile Channels

Nissan uses Sinch and Adobe Campaign to build out a personalized journey for buyers that extends far beyond their new car purchase.



"We rely on Sinch and Adobe Campaign for proactive communications to make sure customers recognize that Nissan is looking after them."

Claire Laurent, Senior Account Director at Publicis, Nissan's marketing partner

RESULTS

SOLUTION

Adobe Campaign

Sinch



200,000 Nissan customers received mobile communications within the first six months



4.7x HIGHER engagement for Rich SMS messaging versus email messagings



UP TO 80% conversion rates for select geo-targeted campaigns

CHALLENGES

- Maintaining a relationship with car buyers after their initial purchase.
- Delivering a personalized ownership experience.
- Tracking and measuring the ROI of mobile messaging campaigns across all channels.

"Instead of being reactive, we can be much more proactive based on what we know about our customers' needs."

Claire Laurent, Senior Account Director for Publicis, Nissan's marketing partner

Buying a car is one of the most expensive purchases anyone can make — that may be why people tend to keep their vehicles for several years. But when that person is your customer, it's difficult to maintain a relationship and build engagement and brand loyalty.

Nissan Europe, a key division of the 87-year-old multinational automotive brand, had to figure out a way to engage customers in the extended five- to seven-year period between car purchases. To create brand affinity and loyalty even when customers didn't have an immediate need, Nissan Europe turned to Adobe Campaign and its integration with the mobile messaging platform Sinch. This solution allows them to use their CRM data to orchestrate dynamic, cross-channel campaigns.

With the help of both tools, Nissan Europe can now develop rich, immersive media and SMS experiences and deliver targeted mobile messaging to customers anywhere and anytime — even on the road as they take advantage of connected car technology.



Discovering how to continue the conversation with car buyers

Mobile has become a critical channel for customer engagement. Sixty percent of customers now engage with brands via mobile messaging channels and it accounts for 48% of digital conversions.

Given this backdrop, Nissan Europe made a strategic decision to shift from email and increased its investment in mobile messaging, making it a core part of the company's customer experience and retention strategy. Nissan Europe has been an early adopter in the region, becoming the first automotive company in Europe to test Rich SMS messaging through its partnership with Sinch. Sinch is a global leader in cloud communications, with diverse capabilities including Rich SMS, voice, video, and more.

In 2018 Nissan Europe, which had been using Adobe Campaign as its campaign management solution for several years, launched its first test case with Sinch. Using the Sinch plugin for Adobe Campaign, Nissan Europe uploaded dynamic and segmented lists from its CRM and Sinch campaign performance data into Adobe Campaign. From there, the team could showcase the new Nissan MICRA to existing customers while engaging recent buyers with targeted mobile messaging based on their stage in the purchase cycle.

The first campaign performed well, so Nissan Europe decided to deploy more campaigns focused on the automaker's latest innovations and personalized messaging for recent car buyers.

"We started testing many after-sales campaigns, promotional campaigns, and drive-to-dealer activations because we knew that mobile was the best tool to drive traffic during openings and other events," says Claire Laurent, Senior Account Director for Publicis, Nissan's marketing partner.

Creating experiences with NissanConnect

To deliver personalized messages, Nissan Europe relied on NissanConnect, a mobile app that enables customers to use their smartphone or smartwatch to remotely access different functions in their car.

When buyers purchase their vehicle, they can opt-in for NissanConnect. Soon after, opt-in drivers begin receiving targeted messaging at different intervals. For example, at the three- to four-month mark, buyers receive a Rich SMS message with details on how to make the most of their car's connected services. These rich communications have greater creative capabilities than traditional SMS, enabling Sinch to build out more dynamic customer experiences and, with that, more effective campaigns.

At six to eight months post-purchase, buyers get reminders telling them their car is due for routine maintenance at 12 months. Subsequent communications focus on warranty information, maintenance alerts, and geo-targeted weather updates.

“Depending on a customer’s preferred channel, who they are, and when they come back to the market, we try to cleverly come back to them with relevant messaging based on their maintenance needs or even based on the weather forecast,” Claire says. “For example, if it was going to rain or snow, we’d send them a message that said ‘Snow is coming, so you need to change your tires.’”

Within the first six months of the campaign, 200,000 customers received these Rich SMS communications from their dealership.

“We rely on Sinch and Adobe Campaign to promote these kinds of proactive communications to make sure customers recognize that Nissan is looking after them,” Claire adds.

With Sinch and Adobe Campaign, Nissan Europe can streamline campaign deployment, automating the delivery of personalized messaging throughout every stage of the customer journey. One of the biggest benefits of the Sinch plugin for Adobe Campaign is that marketing teams for large organizations like Nissan Europe can scale their marketing efforts.

They can use these solutions to design, send, and analyze mobile messaging campaigns on different channels, including Rich SMS, WhatsApp, Facebook Messenger, and RCS. They also can manage SMS campaigns and conversations in real time, track metrics to better understand campaign performance, and gather insights to improve the performance of future campaigns — all from a single screen.



Making mobile messaging a core part of the customer experience

Now Nissan Europe relies on Sinch and Adobe Campaign to drive pre-orders during the pre-launch phase for new car models. They sent messages previewing the new Nissan Juke to existing customers who were in the repurchase phase, even though the car wasn't yet available at dealerships to see in person.

"We wanted to show them all the connected services they could find in the car," Claire says. "We used Sinch to preview services like Find My Car, without them being able to see the car."

Nissan Europe also launched a test case in France, using mobile messaging to show customers cars in stock at local dealers that were similar to a vehicle they wanted to purchase but wouldn't be available for several months. One Rich SMS test among local dealers messaged prospective buyers within 10 miles when similar cars were in stock and ready for purchase. Though only a small group received the messages, the results were promising. The test yielded an 80% conversion rate.

Nissan Europe's mobile messaging strategy is paying dividends. Its campaigns have driven significant engagement among Nissan owners, improved repeat purchases, built greater customer loyalty, and have led to higher customer engagement compared to traditional channels like direct mail and email. Overall, the Rich SMS campaigns consistently perform 4.7 times higher than similar email campaigns.

Ulrika Pernestad, Head of Strategic Partnerships at Sinch, says both platforms will help Nissan drive more value from its mobile messaging efforts. "Customer messaging is becoming more personalized and we hope to add more channels that Nissan and other customers can use to target their audience, including Rich SMS, WhatsApp, Facebook Messenger, and RCS," she says.

Sinch and Adobe Campaign are crucial to helping Nissan Europe reap more ROI from its marketing investments, and even more importantly, are strengthening the brand's relationship with customers, Claire adds.

"Instead of being reactive," she says, "we can be much more proactive based on our customers' needs."



For more information

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