



Automating consumer engagement to drive conversions and maximise retention

Marketing Delivery is a leading provider of specialist digital marketing tools and services to the UK motor retail sector, with over 500 clients. In 2025, the company celebrated two significant milestones – 18 years of operation, plus the millionth car sold thanks to its AI-powered VoiceBox platform.

VoiceBox is an advanced customer contact platform designed specifically for automotive retailers, developed in-house by a team with first-hand experience of operating in the motor retail sector. Significantly, VoiceBox is the only auto-specific customer management platform that deploys AI-driven digital marketing communications for both sales and aftersales. It can create and distribute personalised, carefully timed customer communications - including email, SMS, and social media messages that improve conversion, satisfaction, retention and reputation.

Each retailer client has a dedicated account manager, always on hand to discuss strategy and shape tactical campaigns to ensure the best outcomes.

Improving operational efficiency

The automation capabilities of VoiceBox support sales and aftersales teams, helping to create a seamless transition between digital communications and the in-showroom experience.

In the five years since its launch, VoiceBox has delivered over four million targeted email communications on behalf of Marketing Delivery clients. From these emails, 45,000 customers previously marked as 'lost' have been re-engaged and converted to a sale, and over 1.2 million additional workshop bookings have been created.

The foundation for effective automated communications is accurate customer data. Marketing Delivery's Data Cleanse solution cross-checks the retailer's data against that held by partner agencies, including Auto Data Solutions and Vehicle Data Global. This process encompasses analysis of essential contact information, consents, vehicle-keeper records and essential vehicle attributes – all facilitating more accurate targeting. And for Keyloop users, any necessary amendments can be fed directly back into a DMS via Marketing Delivery's Approved Partner API.

Stock Alerts are an automotive first and exclusive to Marketing Delivery software. The system issues AI-powered personalised emails to identified prospects, offering new in stock or recently reduced vehicles that are similar to the one they enquired about. These alerts are not just one-way; retailer teams are instantly notified of any customer interactions to prompt sales follow-up.

Stock Alerts can also be sent following a workshop visit to encourage aftersales customers into the sales cycle, automatically offering vehicles that are similar to the one that they already own, but newer or with lower mileage.

For aftersales, personalised and timely MOT and service reminders drive inbound workshop bookings, maximising efficiency by reducing the number of outbound calls that have to be made. These reminders can also be paired with predictive maintenance items that fall due in accordance with OEM schedules to further strengthen conversion and revenue opportunities.

This type of aftersales prompt taps into established consumer preferences. In a survey commissioned by Marketing Delivery, 68% of UK car owners indicated they would be more likely to book their vehicle in for a service or MOT with a dealer that monitors the date on which it is due and makes the effort to contact them about it in advance. That's echoed by campaign response rates; in Q3, MOT and service reminder emails secured an average 56% open rate and a 14% click-through rate.

Driving revenue opportunities and customer conversion

Aside from email and SMS communications, VoiceBox can also be used to manage social media advertising. Typically, measuring the success of social media campaigns is a labour-intensive process, and accurate attribution can be challenging. Marketing Delivery's in-house developed Offline Conversions reporting tool helps retailers better plan their social media spend on Meta platforms (Facebook and Instagram) by attributing inbound leads to specific campaigns and then tracking associated sales conversions.



“Dynamic custom audiences can also be created to target specific customers with key messages during any chosen period in their ownership lifecycle”

Aggregating data from users of this tool has helped Marketing Delivery identify an average 499% return on investment (ROI) from motor retailers' social media advertising during the first half of 2025, with the best-performing business securing 24 additional orders in a single month from its online campaigns.

These insights are just the start. VoiceBox can draw upon the retailer's website stock management system to populate and upload stock advertisements on its social channels. For example, the Marketing Delivery SocialStock tool targets consumers' Meta feeds with up-to-date vehicle adverts based on specific conquest audience criteria, or by using remarketing tracking pixels to reach previous website visitors. Dynamic custom audiences can also be created to target specific customers with key messages during any chosen period in their ownership lifecycle. For example, it can configure persistent search filters that automatically identify customers matching specific conditions – such as finance agreements ending in eight weeks – and continually refresh those results over time without manually re-running, to facilitate an 'always-on' strategy.

Marketing Delivery's SocialStock campaigns achieve an impressive ROI, boasting an average cost-per-visit to a vehicle detail page (VDP) of just £0.18. Notably, this sits far below the industry average for VDP cost-per-visit, which

ranges from £0.30 to £1.00. During the first half of 2025, social campaigns derived a cost-per-sale as low as £27.77 and a cost-per-enquiry of only £9.49.

Customer re-engagement and retention at Swansway Motor Group

Marketing Delivery client Swansway Motor Group saw a 172% increase in digital service bookings after it started deploying automated digital marketing technology across its 30 locations a year ago. The introduction of the AI-powered VoiceBox solution also helped to re-engage a significant number of 'lost' leads, 80% of which were converted to a sale over the same one-year period.

With VoiceBox, Swansway has been better equipped to create and send hyper-targeted, AI-powered emails to follow up on these 'lost' leads, notify active sales prospects about cars that match their initial enquiry, and alert existing customers about an upcoming service or MOT date.

Using the enquiryMAX integration, VoiceBox automatically sends a Lost Sales email designed to re-engage Swansway customers via an 'I'm still interested' button, which, when clicked, automatically updates the customer record in enquiryMAX to reactivate them as an open lead. The sales team is notified of the customer's change in status so a follow-up action can be scheduled.

Creating actionable business insights

The Marketing Delivery BrainBox reporting tool allows customers to monitor data quality, including capture and consent rates. It also helps improve the efficiency of the data capture process, issuing 'Bounce Alerts' to sales teams so they can follow up with customers if contact details appear incomplete or incorrect.

Sales prospects can leave feedback around a decision not to purchase, which is visible in BrainBox so retailers can identify opportunities for training or process improvements to enhance conversion.

The system can also give retailers visibility of aftersales booking rates across vehicle age segments, allowing them to hone their retention strategies and adapt customer communications accordingly.



Seamless integrations with existing systems

As well as being a Keyloop Partner, Marketing Delivery's software integrates and complements a wide variety of manufacturer-mandated systems, including specialist tools such as Impel for AI-driven digital retailing, Bumper for aftersales conversion, and EMaC for service retention.

The flexibility and integration capabilities of VoiceBox allow retailers to work with preferred specialists to achieve the best outcomes at each customer touchpoint, while still maintaining data in one place.

Marketing Delivery

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