

CASE STUDY



# How SERV Holdings Scaled Dealer Marketing With BettrData

## THE CHALLENGE: SCALING WITH MANUAL SYSTEMS

In the automotive marketing space, dealerships are relying on SERV to deliver the most qualified leads—fast, accurate, and personalized. Their systems for collecting, processing, and activating marketing data were functional, but disjointed. Manual processes, quality issues, and a lack of automation stood in the way of scale.

At the core of their work was a powerful concept: deanonymizing website traffic. SERV could unmask nearly half of a dealership's anonymous visitors—returning email addresses and attributes in real time. It was gold. But turning that gold into leads and revenue was a clunky process.

*"We were manually pulling data, trying to connect systems without real technical expertise," Derek explained. "Even with some automation, it wasn't scalable."*

## INITIAL CHALLENGES

Area	Problem	Impact
Data Activation	Manual transfer from dealer sites to email systems	Slow time-to-market; high error rates
Validation & Enrichment	Inconsistent email validation; limited appending	Poor email deliverability; higher bounce rates
Onboarding	Difficult for non-technical staff	Bottlenecks; training and setup delays
Campaign Execution	Segmentation was ad hoc	Missed targeting opportunities; wasted impressions

## THE SOLUTION: BETTRDATA IMPLEMENTATION

That changed with BettrData.

The switch to BettrData introduced a foundational shift. SERV no longer had to rely on fragmented scripts or semi-automated workarounds. Instead, they gained a dedicated platform tailored to their business. With BettrData, every client had a structured data environment. Derek could check DMS sales feeds in real time, validate email addresses, and onboard new clients—without waiting on engineering.

*"I'm not technical," Derek admits, "but BettrData trained me up so I could handle onboarding myself. What used to be manual and time-consuming now happens in the background."*

The platform's smart pixel, custom IDs per dealer, and direct routing into Customer.io meant no more wasted campaigns, no accidental cross-targeting. Data was appended, validated, and deployed automatically.

### Deployment Modules Used

- BD Select – Real-time segmentation and audience building
- BD Integrate – Pixel setup, real-time data flow into Customer.io
- Smart Pixel System – Unique ID-based segmentation per dealer
- Snowflake Integration – Unified warehouse for sales and behavioral data
- Automated Validation & Appending – Email hygiene and enrichment

## PLATFORM CAPABILITIES

Function	Technical Description
Data Capture	Real-time tracking pixel assigned per dealer site
Validation	Automated deliverability scoring; risky emails removed
Enrichment	Integrated with M1 Data for identity resolution
Routing	Instant syncing into email platform via API
Access	Non-technical team members trained to operate platform end-to-end

## WHAT USED TO BE HARD— NOW JUST HAPPENS

SERV's previous email platform functioned, but it lacked the flexibility of a modern stack. Integrations were limited, validation depended on third-party tools, and appending or enrichment often caused delays. With BettrData, these capabilities were brought together in one streamlined environment.

The team now uses BettrData's BD Select for segmentation, BD Integrate for smart pixel deployment and real-time data flow, and Snowflake for storage—all linked cleanly through BettrData's backend. It's a streamlined ecosystem that allows Derek and the team to operate at full tilt.

*"We can handle way more data now—more dealers, more leads—without anything breaking," Derek shared. "It just works. And it's easy to manage."*

## TANGIBLE IMPACT

While hard numbers are being compiled, one result is already clear: retention is high.

*"We've had barely any cancellations," Derek said. "That's because everything is fast, transparent, and accurate. Dealers see the value immediately."*

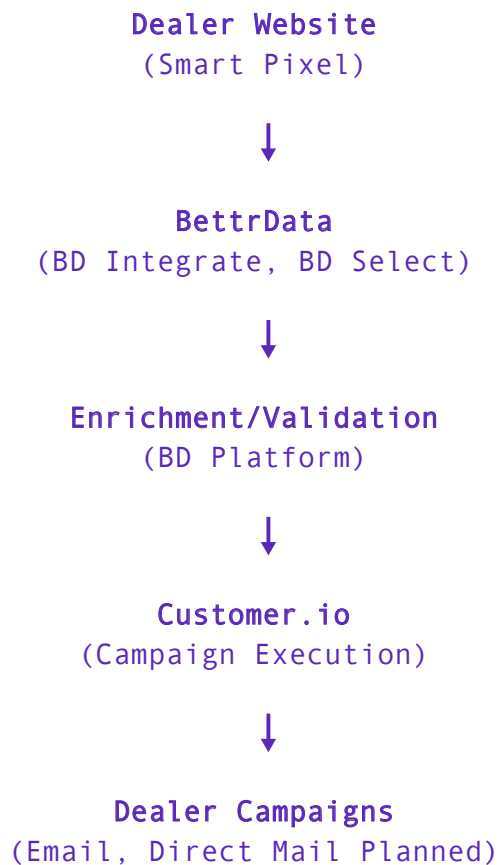
Today, SERV works with over 40 dealers, aiming for 50 by the end of the quarter. The volume is steady, the tools are reliable, and the growth is real.

One breakthrough came when Kia approved SERV's program for full co-op funding. That meant Kia dealers could run SERV's product entirely free of charge—a game changer. The team quickly saw an uptick in adoption, leaning into the opportunity to scale with a major brand.

## PLATFORM CAPABILITIES

Function	Before BettrData	After BettrData	Delta
Client Onboarding Time	~2–4 weeks	<24 hours	↓ 90%
Email Validation Rate	~70%	>98% deliverability	↑ 28%
Data Processing Throughput	Limited by manual input	Unlimited, real-time flow	↑ 10x+
Team Capacity	1 ops person, overloaded	Handles 40+ dealers solo	↑ 4x efficiency
Campaign Speed	Delayed by formatting, QA	Same-day launch enabled	↑ 3–5x speed

## TECHNOLOGY ARCHITECTURE SNAPSHOT



## BUSINESS IMPACT

- Scalability: SERV scaled to 40 dealers with no need to expand the ops team.
- Revenue Enablement: Enabled full co-op eligibility with Kia—dealers can run campaigns at no cost.
- Usability: Platform is accessible to non-technical users; new ops team members onboard in days.
- Retention: Minimal client churn due to transparent reporting and fast data delivery.

## WHERE IT'S HEADED

Beyond email, SERV is eyeing other channels: direct mail, social, and more. Derek and the team are now exploring deeper integrations, possibly adding print-on-demand via BettrData's partnerships.

*"Email's still great—but we want to meet shoppers wherever they are," he said. "If that means direct mail or new ad platforms, BettrData's already helping us think through it."*

What started as a team with a strong idea has become a scalable marketing engine—powered by real-time data, built for growth.