



AMAG Group

Use digital potential to strengthen customer focus

The AMAG Group is a well-positioned Swiss car importer and dealer with a comprehensive product and service offering. It sells high-quality automobiles, ensures their operation in all situations, and enables people to fulfill their automotive dreams with its own leasing companies and other services. Its focus is on the customer, always and everywhere. AMAG coordinates its range of services for its various brands in more than 80 of its own locations and in three language regions. The family-owned company employs around 6,500 people.

CHALLENGE

More efficiency in marketing operations

AMAG provides its services for around 500 local dealers and partners throughout Switzerland. AMAG knows that its local partners are closest to the customer, know how best to address them, and have the most direct access to the customer's information. They saw an opportunity to improve a number of the service processes used to address customers locally. Specifically, they wanted to optimize the creation and management of advertising materials, the ordering of marketing materials and merchandising articles within their dealer network, the maintenance of clear marketing planning, and the management of dealer inquiries to their central branding team. In all this, they aimed to benefit from customer proximity and local know-how as well as from synergies through digitization and automation.

SOLUTION

A central portal for all steps in the marketing value chain

Together with AMAG, gateB created a comprehensive marketing portal tailored to AMAG's central and location-based needs with numerous functions. It includes:

- BrandMaker Digital Asset Manager, in which all assets, templates, and guidelines can be easily found and downloaded
- Web-to-publish functionality for the simple adaptation of advertisements and mailings by all local partners
- An online merchandise shop
- Integrated marketing planning, including a workflow manager

Everything online. Everything in one place. Available from anywhere and at any time, wherever the employee needs access.



The dealers can adapt the marketing material independently to local needs.

More transparency and efficiency in planning and implementation
The portal is used for the overall planning of marketing measures down to the deal-



The Marketing Planner supports marketing responsibilities in the planning, budgeting, managing, and monitoring of all marketing activities.

er level. The detailed implementation of marketing activities and campaigns is supported directly in the same system. For example, within the system, dealer employees and garages can procure campaign materials and individualize advertisements or apply to the central marketing team for production jobs for special orders. The central marketing department can then allocate tasks accordingly in order to carry out the orders efficiently.

This means that there is no longer a flood of emails or a need to send and receive documents multiple times throughout a feedback loop. With the implementation of activities via the portal, the demand for advertising materials in various formats can be evaluated transparently. With this clarity, AMAG can actively optimize the level of automation and the costs of creation.

Simplifying the creation of advertising materials
 Within the marketing portal, advertisements, banners, posters, flyers, and video clips can be independently adapted by the brand's dealers and partners without great effort and with the support of automation. The central brand marketing department defines the templates as well as the local adaptation options, then the dealers personalize their advertising material with just a few clicks. This synergistic exchange delivers significant cost and time savings.

The same applies to service mailings. Using a workflow, each dealer or partner can individualize a seasonal service offer in no time at all (complete with the customer's address, personalized content, vouchers, discounts, and more). This makes it easy to create 150 mailings in one day, which would be virtually impossible to do manually.

Advantages of the AMAG marketing portal:

- Overview of the current budgets of all partners as a basis for controlling and offering the best marketing consulting to local dealers
- Connection of the entire marketing planning process and its implementation across all locations and levels
- Massive cost savings as local advertising media can be created or adapted independently
- Transparency of the advertising media used, supporting the ongoing optimization of the types of materials offered to partners
- Shorter time-to-market through faster rollout of new campaigns
- Direct ordering of marketing articles, including connection to suppliers
- Daily implementation of price adjustments and branding activities
- Ensured compliance with brand guidelines across all materials and processes



Transforming Digital into Value

gateB is a consultancy and implementation specialist that empowers national and international companies to tap into the potential of digitization to make their customer relations faster, smarter, and better.

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BrandMaker

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution that turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance.

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