



Email Deliverability
Restoration

Unified Marketing
Integration

Automated, Targeted
Campaigns

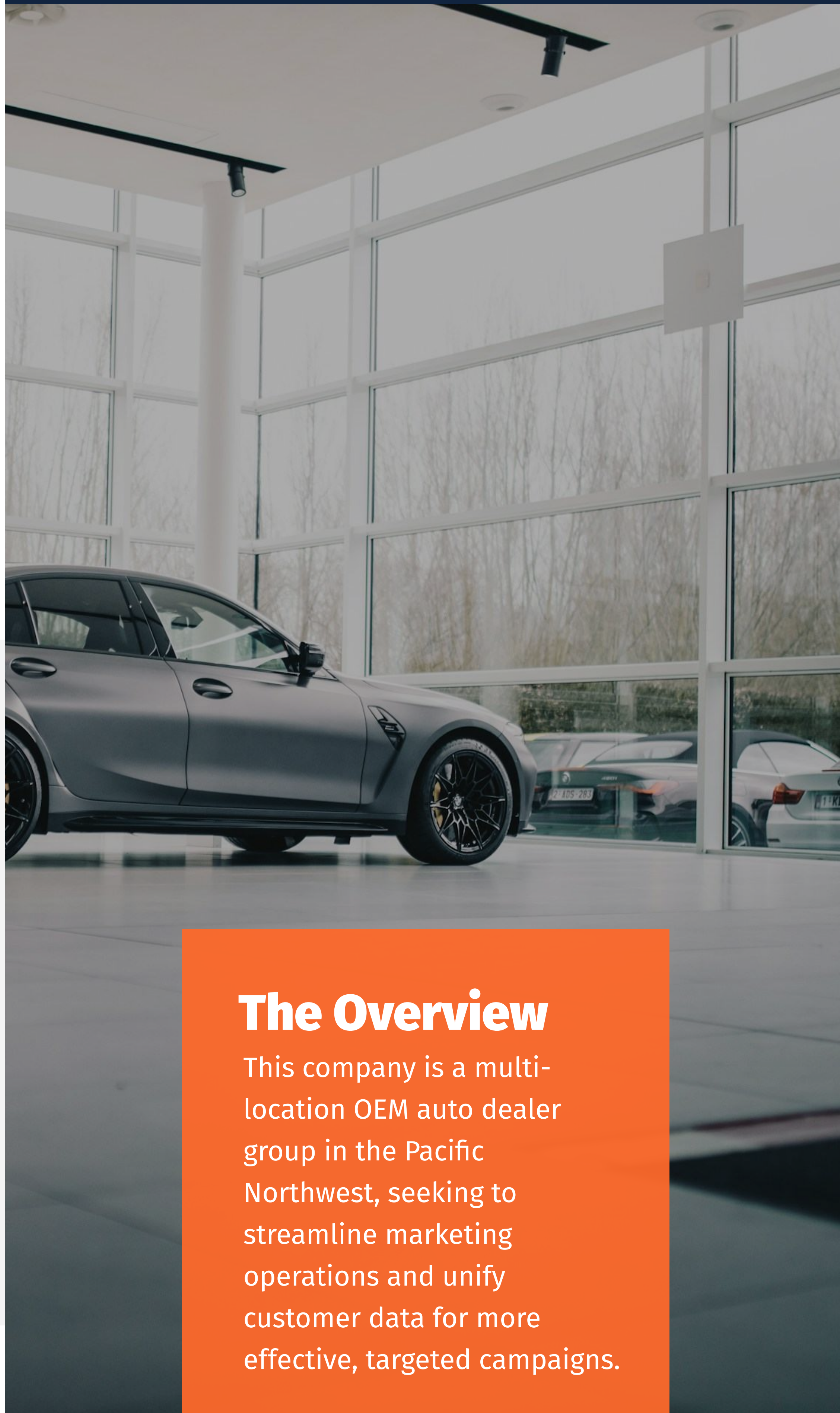
Multi-Channel Strategy
Enablement

Campaign Process
Optimization

Team Training &
Support

Auto Dealership Group

OEM New and Used Sales & Service
HubSpot Marketing



The Overview

This company is a multi-location OEM auto dealer group in the Pacific Northwest, seeking to streamline marketing operations and unify customer data for more effective, targeted campaigns.

The Challenges

1 **Fragmented Marketing Systems And Data Silos**

Disconnected tools included a CDP, external non-HubSpot forms, and siloed email marketing created data gaps and prevented unified campaign execution or reporting.

2 **High Email Bounce Rates, Poor Sender Reputation, Deliverability Issues**

Inconsistent, image-heavy email templates and unvalidated contact data led to email deliverability issues, including high spam reports, bounce rates, and reputation damage.

3 **Inefficient, Manual Campaign Processes**

Marketing operations lacked structure — with inconsistent naming, lack of asset organization, and no campaign calendar — slowing launch timelines and team velocity.

4 **Lack of Integration Between Consumer Data Platform, HubSpot, & Direct Mail**

The Client's CPD and Postal Mail platform weren't fully integrated with HubSpot, leading to broken syncs, attribution blind spots, and missed cross-channel opportunities.

5 **Lack of Dealership-Specific HubSpot Training**

Teams lacked role-specific training, documentation, and confidence in how to use HubSpot in a dealership — limiting their ability to manage workflows, segmentation, and reporting.

The Objectives

PRIMARY GOALS

- Resolve email deliverability issues and restore sender reputation
- Launch targeted, automated drip campaigns using first-party data
- Integrate HubSpot with dealership CDP for daily, automated data sync
- Enable multi-channel marketing (email, direct mail, SMS) from a unified platform

SECONDARY GOALS

- Improve reporting accuracy and campaign attribution
- Streamline campaign creation and approval workflows
- Enhance user adoption and internal marketing team capabilities

AUTO DEALERSHIP GROUP

The Solutions

1

HUBSPOT REVIEW

Audited 40+ assets in HubSpot — including emails, workflows, and lists — to identify deliverability issues and clean outdated or invalid data. Flagged thousands of undeliverable bounced contacts. Mapped all workflows and integrations, restoring CRM integrity and creating a clean foundation for segmentation, automation, and reporting.

2

CUSTOM CONFIGURATION

Created HubSpot properties aligned to Consumer Data Platform field mapping, built 5 modular drag-and-drop email templates with 13 brand variants, and set up campaign workflows — enabling scalable, brand-consistent launches and more effective segmentation.

3

SYSTEM INTEGRATION

Integrated HubSpot with CDP, Kickbox (email validation), PostGrid (direct mail), and ad platforms — centralizing data and powering more accurate, multi-channel attribution.

4

PROCESS IMPROVEMENTS

Consolidated 50+ email templates into 5 modular formats, automated list suppression logic, streamlined approvals workflow (from 3 steps to 1), and launched shared dashboards — this removed internal process bottlenecks, increased campaign velocity, and teams had clearer performance visibility.

5

TRAINING & SUPPORT

Led tailored training sessions, delivered role-specific documentation, and scoped next-phase priorities — empowering internal teams to confidently manage HubSpot and scale marketing efforts with less dependency on external support.

The Results

1406 Consulting delivered a customized, deeply integrated CRM solution — one built for the complexities of a dealership group with multiple rooftops and data sources. By combining technical expertise with real-world campaign execution, 1406 empowered the internal marketing team to scale, measure, and own their digital transformation.

Summary

The unified HubSpot + Consumer Data Platform solution enabled our Client to centralize its marketing efforts and boost operational performance.

Efficiency Gains

- Campaign launch time cut from weeks to days
- Nearly 20,000 bad email contacts removed, restoring sender reputation
- Eliminated manual list cleanup & approval delays

Performance Impact

- 37.5% more emails delivered (↑ from 72% to 99.37%)
- 160% increase in open rates
- 97.9% decrease in bounces
- 7.8% click-through rate on automated campaigns

Strategic Alignment

- Single source of truth for all departments
- Campaigns are more targeted, measurable, and effective
- The dealership group is positioned as a digital leader in automotive retail

37.5%

More Emails
Delivered

160%

Increase in
Email Open Rates

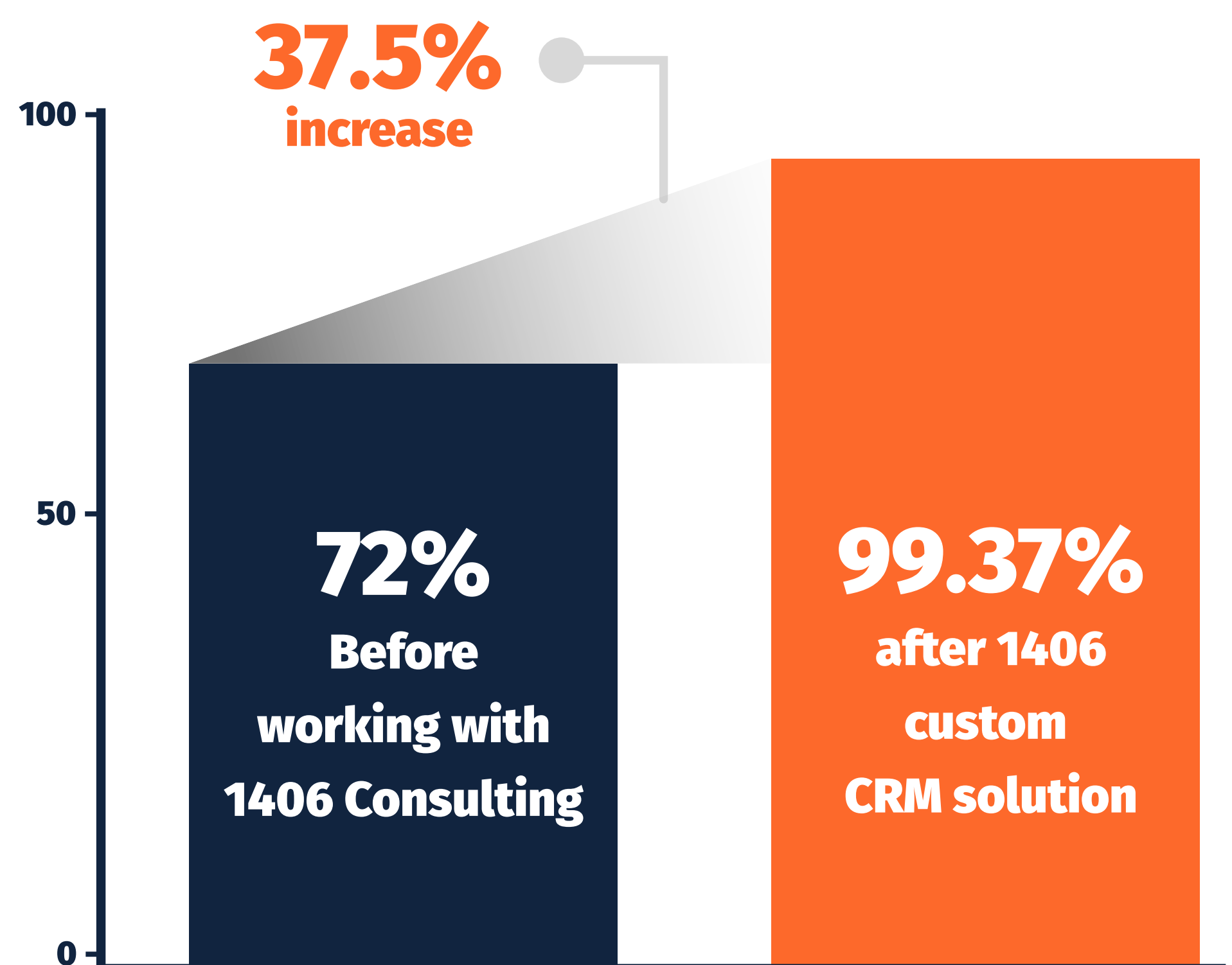
97.9%

Decrease in
Email Bounces

7.8%

Click Through
Rate on Automated
Campaigns

Email Deliverability



1406
CONSULTING



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Contact us at sales@1406consulting.com to learn how we can help you achieve similar results.