

6 CDP Moments from Inquiry to Delivery

The Car Buyer Journey

The Foundation – The Driver 360 Framework

Three integrated systems — active before the first interaction, powering every moment of the journey below.

<p>THE IDENTITY BLUEPRINT</p> <p>A persistent Driver 360 profile, established before the first interaction.</p>	<p>THE 360° SIGNAL FEED</p> <p>Real-time synchronization of behavioral, transactional, CRM, and telematics data.</p>	<p>THE RAMANUJAN AI ENGINE</p> <p>Advanced orchestration layer resolving fragmented signals into a single source of truth.</p>
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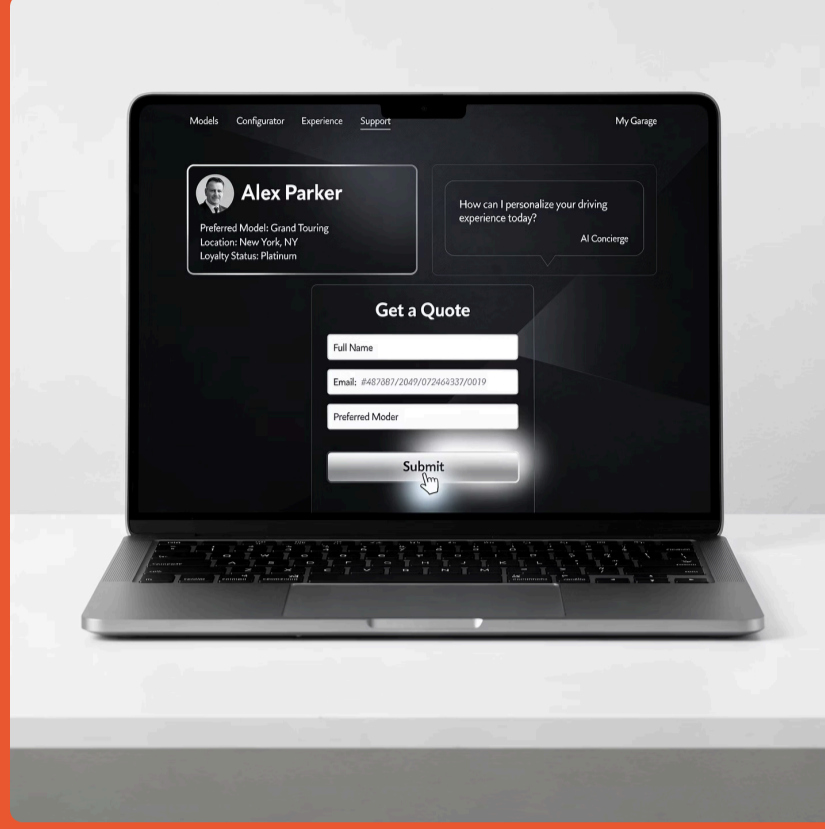
THE 6 CDP MOMENTS

MOMENT 01: The Anonymous Inquiry

Identity Stitching

SCENARIO — A prospect browses a specific SUV model on the website without logging in.

- **CDP ACTION:** As soon as the user fills out a "Get a Quote" form, the CDP stitches their anonymous browsing history to their new lead ID.
- **RESULT:** The first follow-up email isn't generic — it's hyper-personalized to the exact trim and features they explored.



MOMENT 02: The Showroom Bridge

O2O Synchronization

SCENARIO — The prospect visits a physical dealership for a test drive.

- **CDP ACTION:** The CRM update is ingested by the CDP in real-time. Digital marketing shifts instantly — high-level awareness ads are suppressed, and the user begins seeing Financing or Special Interest Rate ads for the model they just drove.
- **RESULT:** Zero lag between offline action and online message. The ad experience feels eerily relevant.

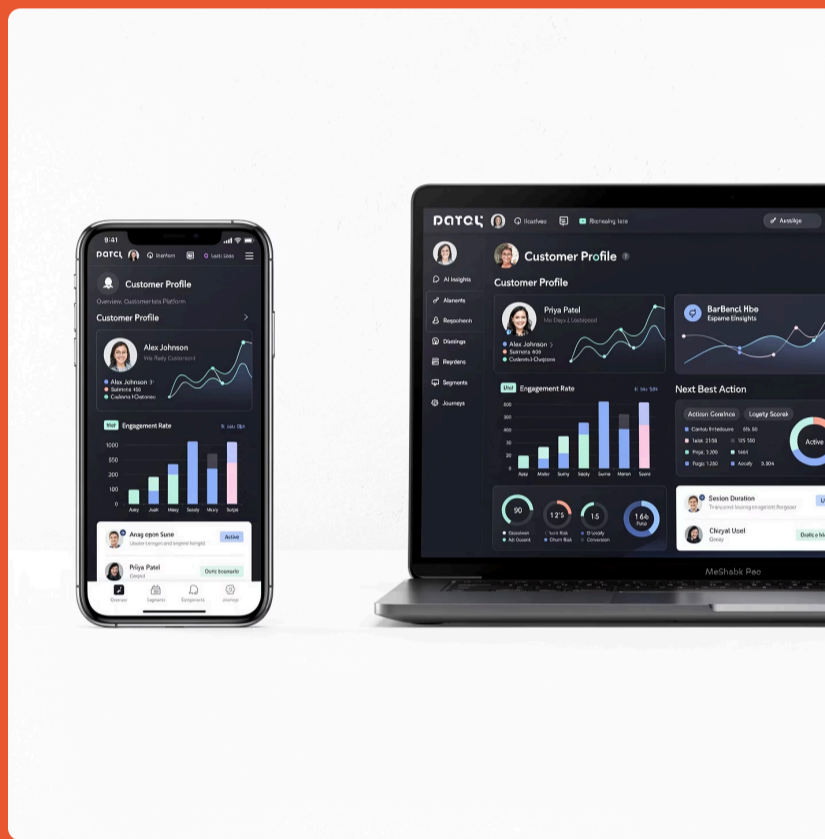


MOMENT 03: Cross-Device Logic

Identity Resolution

SCENARIO — The buyer continues research on a work laptop, then switches to the mobile app at home.

- **CDP ACTION:** The CDP recognizes the unique device fingerprints as the same individual and merges the sessions into one unified profile.
- **RESULT:** The user finds their saved configurations and price estimates consistent across every screen, removing friction from the evaluation phase.



MOMENT 04: The AI Intervention

Predictive Churn Prevention

SCENARIO — The prospect starts visiting competitor sites and comparing rival SUV prices.

- **CDP ACTION:** Ramanujan AI detects a drop in Propensity to Buy score and signals a churn risk. An automated "Moment of Truth" nudge — an exclusive 5-year warranty offer or a personalized WhatsApp message from the dealer — is triggered.
- **RESULT:** The buyer is brought back before the window closes. Retention happens before the loss.



MOMENT 05: The Handshake

Real-Time Conversion Sync

SCENARIO — The buyer pays the booking deposit at the dealership.

- **CDP ACTION:** The "Sold" status hits the CDP via the Dealer Management System in real-time. TOTAL SUPPRESSION is activated — all sales-heavy retargeting is immediately halted across Google, Meta, and Email.
- **RESULT:** Zero ad annoyance post-purchase. Wasted media spend is eliminated the moment the deal closes.



MOMENT 06: Delivery & The Loyalty Loop

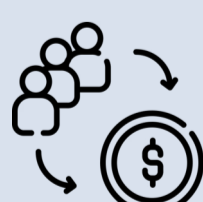
Post-Purchase Orchestration

SCENARIO — The buyer takes delivery of the car and installs the brand's mobile app.

- **CDP ACTION:** The profile pivots from "Prospect" to "Owner." The CDP orchestrates the full onboarding journey — a feature walkthrough video, an invitation to the Owners' Club, and predictive service alerts based on real-time mileage data.
- **RESULT:** The relationship doesn't end at the sale. It deepens into a lifetime of loyalty touchpoints.



Strategic Value Realization



+30%
Conversion Lift

Increase in lead-to-booking rates through personalized nurturing.



25%
Efficiency Gain

Reduction in wasted media spend via real-time ad suppression.



2x
Customer Lifetime Value

Increase in service retention by connecting sales data to post-purchase app engagement.

Accelerate your automotive growth with precision.

Don't just track the journey—orchestrate it with Lemnisk CDP.

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