

## CASE STUDY: OPTIMIZING MARKETING SPEND

### OPPORTUNITY

Like all competitive businesses, RFJ Auto Partners, Inc. ("RFJ") has plenty of data.

"We have tons," says Devan Baskerville, Director of Digital at RFJ, his tone indicative of the amount of data on hand. "We have numerous raw spreadsheets and data is always available."

Notably, Devan's data flow continues to grow exponentially. With the acquisition of 24 automotive dealerships, RFJ Auto Partners, founded in 2014, has seen its market size skyrocket. With additional acquisitions underway, more data continually pours in. As more dealerships join RFJ, Devan and his team need a quicker, cleaner, and truly holistic way to analyze and ask questions of their data to optimize performance.

"We want to see it and manipulate it," he says. "We are always looking to find opportunities and solve problems. Static files and decks don't always show us that. We want to continually improve the way we do things."

"SYNGLYPHX REALLY CLICKED FOR US WHEN WE ANALYZED AN ENTIRE TERRITORY, DOWN TO VERY FINE DETAILS."

### INSIGHT

Getting a holistic picture of your opportunities requires more than just data. And until now, teams were required to focus numerous hours on data analyses; spreadsheet by spreadsheet and chart by chart in files and decks with little or no view of the entire picture.

SynGlyphX data visualization software changes all of that. SynGlyphX provides technology and solutions that allow teams, like Devan's, to visualize and interact thoroughly with their complex datasets, showing them all of their data in a single, 3D, environment.

"SynGlyphX really clicked for us when we analyzed an entire territory, down to very fine details. We could see all of our data year over year, by geography, within a single visualization."

"THE STRUCTURE OF THE GLYPHS.... MAKES IT VERY SIMPLE TO SEE AND UNDERSTAND WHAT'S HAPPENING."

SynGlyphX enables business leaders to gather more insight by integrating multiple data elements into a single, easily understood symbol called a "glyph." Glyphs can be examined within a 3D environment and allow users to more easily identify patterns, trends and anomalies in their data.

"The structure of the glyphs and how each data point is assigned to a specific symbol makes it very simple to see and understand what's happening. As we zoomed in and then out, correlations were perfectly clear," says Devan.

**DEVAN'S IMMEDIATE FOCUS IS OPTIMIZING ADVERTISING ROI**

"We're always thinking through creative ways of serving and talking to our market," says Devan. "We analyze our digital and traditional advertising data to make more targeted marketing choices. We monitor data over time as we make tweaks in regions to certain ZIP codes, market areas, populations, and incomes. As we increase ad impressions in a certain area, we identify targets that might be missing in our marketing. We work with our agencies to leverage the data and optimize our results, and get more bang for our buck."

**TABULAR DATA**

"...teams were required to focus numerous hours on data analyses; spreadsheet by spreadsheet and chart by chart..."

**SYNGLYPHX  
DATA VISUALIZATION**

"...visualize and interact thoroughly with their complex datasets, showing them all of their data in a single, 3D, environment..."

**VISION**

From marketing and advertising data to complex medical data to geospatially organized intelligence data, companies like RFJ Auto Partners, Sand Mountain Toyota, Duke Medical, MITRE and others see far reaching uses for SynGlyphX 's innovative approach to data visualization and insight discovery.

"What we found, on first glance, led us to the understanding that we could use SynGlyphX for just about any question we have in our business," added Devan.

"SynGlyphX is cool because it's absolutely limitless. If you have the data, SynGlyphX lets you explore it like no other tools I've seen. It's usable in any aspect of your business. There's nothing else like it."

**"SYNGLYPHX IS COOL  
BECAUSE IT'S  
ABSOLUTELY  
LIMITLESS...THERE'S  
NOTHING ELSE LIKE IT."**

**TO LEARN MORE ABOUT SYNGLYPHX, VISIT [WWW.SYNGLYPHX.COM](http://WWW.SYNGLYPHX.COM).**