How to Personalize Marketing Across 40+ Rooftops: The Morgan Auto Group Playbook

Challenge:

Morgan's dealerships operated as independent business units with fragmented web, CRM, call-center, and DMS data scattered across different systems, making it impossible to recognize shoppers across channels or build trusted reporting. Strategic marketing audiences had to be manually rebuilt for each store—often 40+ times for the same segment—while rising DMS data-access fees and redundant vendor integrations drove up costs without improving customer experience or campaign performance.

Solution:

Morgan implemented Tealium's Customer Data Hub to unify web, CRM, call-center, and DMS data across all dealerships using a standardized event taxonomy and identity resolution that stitches together anonymous visitors, CRM records, and VINs into single customer profiles.

Results

- **900% increase in marketable customer IDs (from 3-4% to 20%)**

- **3-4× higher click-through rates on personalized campaigns**

- **Reduced vendor integration costs and manual campaign work**

- **Single audience definitions now power campaigns across 40+ dealerships**

900%	**Increase in marketable customer IDs**
3-4x	**Increase in click-through rates**

> *It's so much easier to use our Tealium data through an automated system than through all the manual processes agencies used to manage.*
>
> *Jim Kosobucki*
> *CDP Manager*
> *Morgan Auto Group*

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Executive Summary

Morgan Auto Group, Florida's largest automotive dealer group with 75 dealerships, transformed its fragmented customer data landscape by implementing Tealium's Customer Data Hub. The solution unified web, CRM, and call-center data across all locations, enabling scalable audience activation and personalized marketing campaigns.

The Challenge

1. Fragmented Data Across 75 Independent Stores

Each dealership operated as its own business unit with separate:

- Website implementations and third-party tools
- CRM instances with inconsistent customer identifiers
- Marketing agencies (Affinitiv managed 40+ stores; others used different partners)
- Embedded vendor tools (chat widgets, trade-in calculators, digital retailing) often in iframes

Impact: Web, CRM, call-center, and DMS data were in separate silos, making it difficult to recognize shoppers across channels or build trusted reporting on the full customer journey.

2. Manual, Store-by-Store Campaign Execution

Despite Affinitiv managing campaigns for over half the dealerships, strategic audiences had to be rebuilt individually for each store:

- Same segments ("in-market truck shoppers," "service due soon") recreated 40+ times
- Overlapping vendor audiences created waste and frequency issues
- Limited ability to deliver 1:1 personalization at scale
- Slow campaign launch cycles that couldn't respond quickly to inventory or incentive changes

3. Rising Integration and Data Access Costs

Morgan paid significant DMS data-access fees so vendors could run service marketing programs. Multiple vendors maintained their own data pipelines, driving up costs without improving customer experience or measurement capabilities.

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The Solution

Tealium Customer Data Hub as Central Architecture
In 2023, Morgan implemented Tealium's CDH Bundle to serve as the foundation for unified customer data management.

Data Ingestion and Standardization
Sources consolidated in Tealium:
- Web interactions from all dealership sites, including previously untracked events from embedded/iframed vendor tools
- CRM events (leads, appointments, sales opportunities)
- Call-center interactions linked to customer profiles
- DMS/operational data (roadmap for Snowflake integration)

Standardized taxonomy: Morgan aligned all web events to an automotive-specific event spec (ASC), ensuring every store sends identical event types in identical formats—making single audience definitions work across dozens of brands and locations.

Identity Resolution
Tealium's identity stitching combined CRM identifiers, VINs, and web behavior into unified profiles:
- Anonymous web visitors matched to known profiles upon form submission or calls
- Multiple identifiers per household reconciled into single customer journeys
- One shopper view instead of fragmented data at each store

"Build Once, Deploy Everywhere" Activation Model
Tealium serves as the hub connecting Morgan, Affinitiv (agency), and iFish (marketing automation platform):

Audience Creation in Tealium
The Morgan team builds strategic audiences once:
- Recent visitors who viewed specific models/segments
- Service customers overdue for maintenance
- Customers in favorable equity positions

> *"By building a single audience and campaign in AudienceStream, Affinitiv can activate it across as many stores as needed, without rebuilding anything."*
>
> **-Jim Kosobucki, Morgan Auto Group**

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Webhook Delivery to Affinitiv: Audiences sent automatically via webhook—no rebuilding in downstream systems

Activation Through iFish MAP Platform
Affinitiv activates Tealium audiences across 40+ dealerships via:
- Google Ads
- Meta (Facebook/Instagram)
- OTT/CTV
- Email

Vendor Rationalization
With Tealium as the central integration layer, Morgan:
- Decommissioned expensive DMS integrations
- Began consolidating overlapping vendor data feeds to use shared Tealium data
- Shifted internal focus from "how do we get the data?" to "how do we use it better?"

Results and Business Impact

900% Increase in Marketable Customer IDs
By unifying CRM, VIN, and web activity through Tealium and layering iFISH's identity graph on top, Morgan expanded its pool of known, marketable visitors from approximately 3-4% to nearly 20%. This joint resolution approach significantly increased the addressable audience for acquisition, retention, and service campaigns.

3-4× Higher Engagement Rates
Tealium-powered audiences activated through Affinitiv generate 3-4× higher click-through rates compared to previous less-personalized campaigns. Better targeting means:
- More efficient media spend
- Reduced irrelevant impressions and over-messaging
- Demonstrable value to store managers focused on leads and traffic

Scalable Campaign Operations
The centralized model transformed marketing execution:
- Single audiences power campaigns across all 40+ Affinitiv-managed stores
- Significantly faster campaign setup and iteration
- Rapid response to OEM incentives, inventory shifts, and market conditions

Foundation for Advanced Analytics
Beyond immediate marketing wins, Tealium provides:
- Consistent event data across all websites via ASC schema
- Unified customer profiles joining web, CRM, and call activity
- Single source of truth for reliable reporting and analysis
- Platform for next phase: Snowflake integration and AI-driven decisioning
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Hard ROI from Cost Savings
- Eliminated at least one major DMS integration fee immediately
- Ongoing rationalization of redundant vendor data feeds
- Reduced manual campaign rebuild work across agency teams