

WEINS AUTO GROUP



Weins & Autograph

- Streamlined Data
- Instant Reports
- Time Saving
- Data Management
- Goodbye Spreadsheets
- Historical Data Integration
- Budget Analysis & Optimization
- Single Source of Truth

Meet Weins

WEINS Auto Group, a leader in the Greater Toronto Area's automotive industry, operates 15 dealerships representing 9 incredible brands across Ontario. Established in 1973 as Don Valley North Automotive Group, WEINS has grown into one of Canada's largest automotive groups, employing over 1,500 people and selling more than 25,000 vehicles annually.

To save time on reporting and streamline data analysis, WEINS implemented Autograph. Traditional systems and Excel spreadsheets fell short, prompting their search for a unique solution. Nothing compared to Autograph's capabilities and now WEINS can utilize their findings to enhance their marketing ROI and make data driven decisions.



Sam Devon
Weins Auto Group

RESULTS

SAVE TIME & INCREASE EFFICIENCY

- **Reduced data preparation time** by 90%, turning hours of effort into minutes.
- **Freed up valuable hours** for strategy and decision-making, boosting productivity.

RELIABILITY & SCALABILITY

- **Eliminated reporting errors** and inconsistencies, ensuring dependable insights.
- **Scaled seamlessly across 15 dealerships**, providing consistent group-wide data.

EASE OF USE & COLLABORATION

- **Simplified data sharing** across departments, enhancing group-wide collaboration.
- **User-friendly dashboards** allowed even non-technical users to extract insights, boosting adoption rates.

ADVERTISING & BUDGET OPTIMIZATION

- **Delivered a clear view of ad effectiveness**, enabling smarter budget allocation and improved ROI.
- **Minimized wasted ad spend** and optimized campaigns across all stores and brands.

HISTORICAL CONTEXT FOR SMARTER DECISIONS

- **Enabled multi-year historical analysis**, supporting better long-term strategies.
- **Provided retrospective insights** by integrating historical data with GA4.

UNIFIED DATA FOR STRATEGIC INSIGHTS

- **Integrated GA4, Google, Meta, and third-party marketplace data** into a single dashboard for a 360-degree view of marketing and sales performance.
- **Removed silos between teams** and data sources, fostering collaboration and big-picture analysis.

About AUTOGRAPH

Autograph Analytics is a data solutions and technology company revolutionizing data practices in the automotive industry. We provide dealerships with the tools to make informed, cost-effective decisions by turning complex data into actionable insights.

Your Data Solutions Partner

We specialize in **data unification, AI data analysis, actionable insights** and **cost optimization**. Our platform integrates data from GA4, Advertising, CRM and DMS systems into a single dashboard, offering a comprehensive view of your business. This empowers teams to identify growth opportunities, optimize marketing budgets and drive better ROI.

Award-Winning Innovation

In 2024, Autograph Analytics won the Kain Automotive Shark Tank Innovation Award for our AI Data Analyst platform, which aggregates data and uses AI to deliver faster, smarter insights, saving time and money.

Trusted by Leading Automotive Groups

We proudly partner with top automotive groups like the Dilawri Group and AutoCanada, delivering reliable, scalable solutions tailored to dealerships and auto groups of all sizes.



Ready to unlock the full potential of your data? **Contact us today** to learn how Autograph Analytics can help your dealership succeed.



BRYAN NGUYEN
Co-Founder &
Head of Product

Data strategy expert with a background in Fortune 500 companies



STEVE BARKER
Co-Founder & CEO

Automotive marketing leader with expertise in AI-driven data solutions



JOE LEANO
Co-Founder &
Head of Implementation

Experienced analytics expert dedicated to optimizing dealership data