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Dormant Database Revenue Calculator

Estimate the Unrealised Revenue Sitting in Your DMS

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How to Use This Calculator

Fill in your dealership's numbers in the "Your Data" column. The "Industry Benchmark" column provides typical figures if you don't have exact data. Work through each step to estimate the revenue opportunity in your dormant customer database.

Step 1: Your Database Size

Variable	Industry Benchmark	Your Data
Total customer records in DMS	5,000 - 25,000	_____
% with valid mobile numbers (after dedup)	55 - 65%	_____
= Contactable database	3,250 - 15,000	_____

Step 2: Trade-In Window Prospects

Variable	Industry Benchmark	Your Data
% of database in 3-5 year ownership window	25 - 35%	_____
% with service lapse > 12 months	30 - 45%	_____
= Priority prospects (trade-in window)	800 - 5,250	_____

Step 3: Engagement Projection (WhatsApp)

Variable	Your Data
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	Industry Benchmark	
WhatsApp delivery rate	95%	_____
WhatsApp open rate	45 - 55%	_____
Conversation engagement rate (of opens)	8 - 12%	_____
= Active conversations per campaign	30 - 115	_____

Step 4: Revenue Conversion

Variable	Industry Benchmark	Your Data
% of conversations qualifying as genuine prospects	25 - 35%	_____
Close rate on qualified warm prospects	25 - 35%	_____
Average transaction value (new/used blend)	€20,000 - €35,000	_____
= Estimated revenue per campaign	€50,000 - €350,000	_____

Estimated annual revenue opportunity (4 campaigns/year)

€200,000 - €1,400,000

Based on industry benchmarks for a mid-size dealer group

Assumptions & Notes

These benchmarks are drawn from industry data published by DaveAI, Impel, DriveCentric, and DOXA's own customer base. Actual results vary by brand, market, database quality, and sales team capability. The calculator assumes WhatsApp-first outreach using AI-powered conversation management — email-only campaigns typically deliver 70–80% lower engagement rates.

Want a personalised analysis? Send us your database size and vehicle mix, and we'll produce a revenue projection specific to your dealership — free, no obligation. Contact sales@doxa.co or call +353 1 908 1570.