

HiBeam

Turning Industry Expertise
Into Better Client Results



CASE STUDY

Industry	Digital marketing for the automotive repair industry
Model	Marketing agency also selling its custom software as a SaaS
The Build	Custom CRM and marketing platform for auto repair shops, integrated with the industry's point-of-sale software
Engagement Length	2.5+ years

SECTION 1: THE PROBLEM

Automotive Repair Shop CRMs Lacked True Personalization

Chris Matson started HiBeam after years as a shop owner who could not get results from the marketing firms he hired. **He built an agency for the automotive repair industry** to fill the gap, then ran into another problem. His clients ran on CRMs that didn't work the way they needed.

Those tools offered audience filters, so on the surface they could segment.

In practice, sending a different message to a different type of customer meant building an entirely separate campaign for each one. **Every segment had to be rebuilt** across reactivation campaigns, declined service reminders, and maintenance reminders, so shops ended up managing dozens of campaigns.

"A Porsche owner and a Toyota Camry owner are completely different customers. No other industry would market to them the same way, so why should automotive shops? That was the limitation we kept hitting with every tool out there. DevSquad helped us build a product with better segmentation and targeting to drive more ROI for our clients."

— Chris Matson, Founder and CEO of HiBeam

The Messy World Of Automotive Repair Customer Data

The campaign problem sat on top of a wider stack of tools that were never designed to work together.

- Separate subscriptions for marketing, appointment scheduling, and customer messaging
- Data moved between those tools by hand in spreadsheets, which could take hours and invited mistakes
- Basic segmentation that required a new campaign for every customer type
- Audience builders that returned a count rather than a list, so nobody could see who received a message
- Marketing data in one system and appointment data in another, with no way to compare them

That last point was the constraint Chris raised most often. He could see his marketing results and his shop results, but never side by side, making it hard to see what brought customers through the door.

The Number, Not The Names

The old audience builders told you that a hundred messages were going out. They did not tell you who was receiving them. HiBeam shows the audience before a campaign launches, and afterward it lists every message that failed to deliver along with the reason why.

SECTION 2: THE SOLUTION

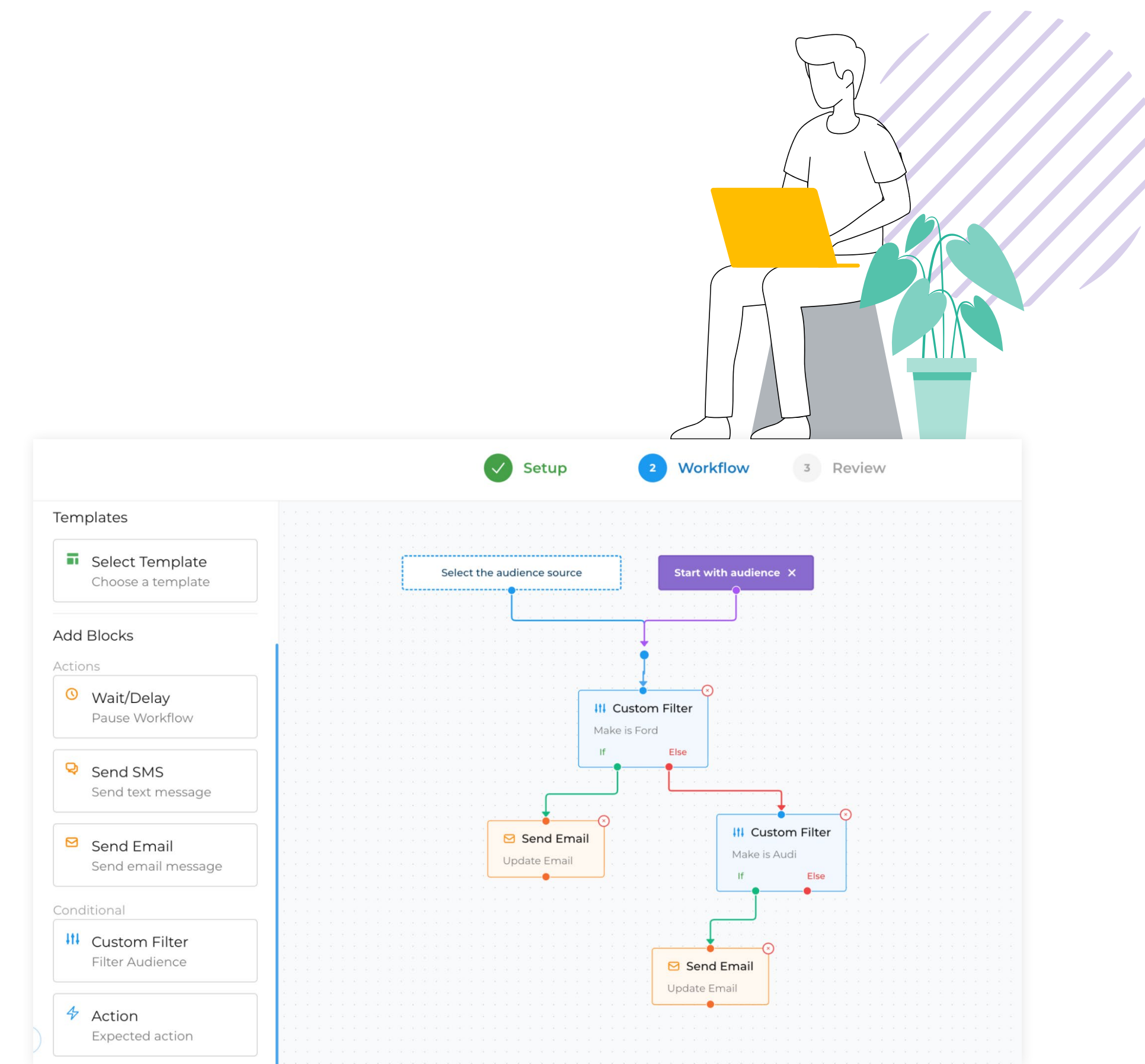
Campaigns That Adapt To The Customer

DevSquad rebuilt campaigns around a single idea: one campaign should be able to **say different things to different customers**. A shop builds the audience once, then the campaign splits, so the Porsche owner and the Camry owner get different messages from the same flow. What used to take six campaigns now takes one.

The bigger change is what starts a campaign in the first place. Instead of running off a marketing calendar, follow-up is driven by what happens in the shop. The most valuable example is the technician's recommendation. When a mechanic tells a customer they will need new brakes in a few months, or the customer declines a repair,

that note now triggers the follow-up automatically, at the point when the customer is most likely to come back.

Campaigns also react to what the customer does next, so a follow-up can change course depending on whether the first message landed.



One campaign, built to say different things to different customers

What We Rebuilt, And What We Innovated

Chris already had tools. What he did not have was a system that understood who his customers were.

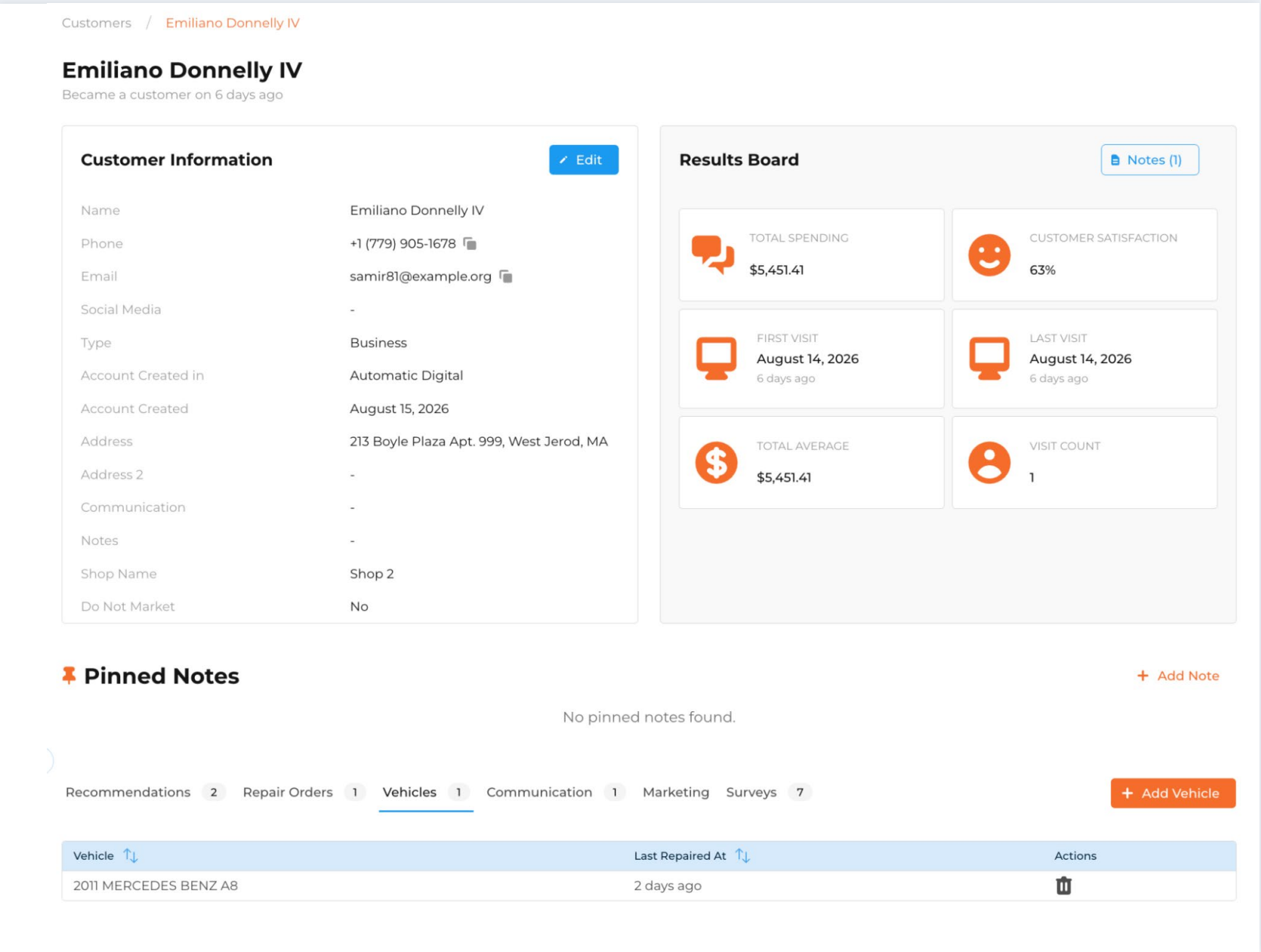


Rebuilt from what they already had:

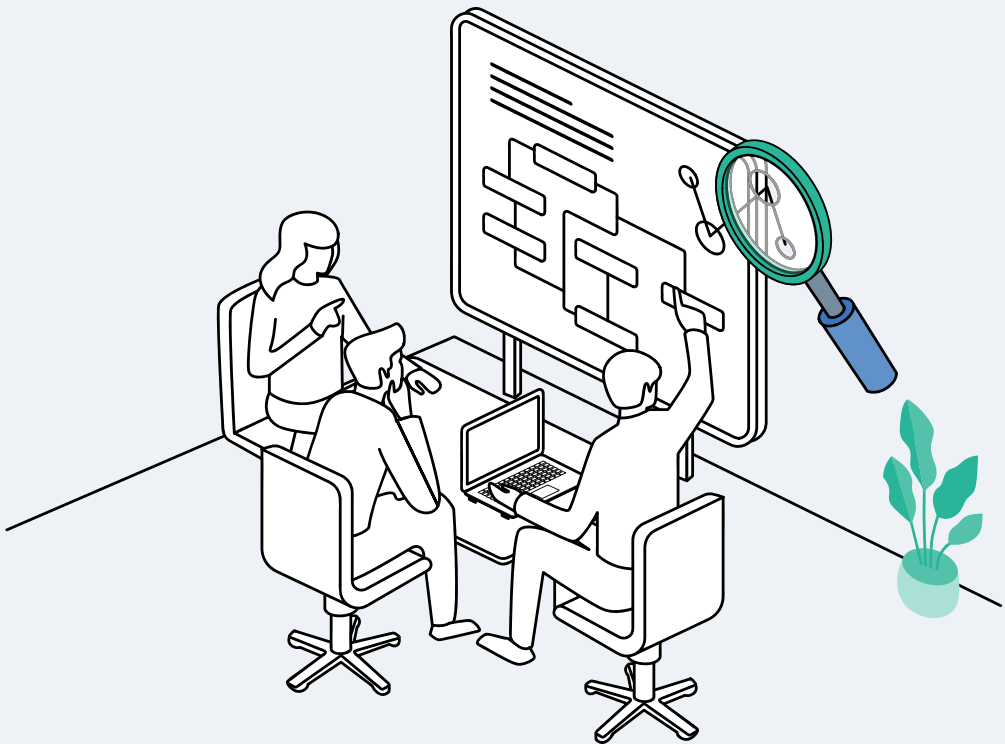
- Email and SMS marketing campaigns
- Audience filters and campaign triggers
- Appointment scheduling connected to the shop's point-of-sale system
- Customer records and vehicle history
- Customer messaging
- Review management for Google and Facebook

Newly innovated:

- One campaign that branches across segments, replacing a separate campaign per customer type
- Technician recommendations as a marketing trigger, filtered by service, time window, and mileage
- Full visibility into who received every message, and why any delivery failed
- Behavior-based branching, including waiting for an email open before choosing a path
- Campaign and filter templates shared across every shop on an account
- Appointment rules built for how shops run, including capacity limits by vehicle make, holiday blocks, and booking windows
- Abandoned online bookings captured as leads for an advisor to follow up
- Marketing history, appointments, repair orders, and messages on one customer record
- Review sentiment analysis, AI-assisted replies, and NPS surveys that feed back into campaigns



Everything the shop knows about a customer, on one screen



Small Problems With Real Consequences

The point-of-sale system lets shops type anything into the vehicle make field, so the data arrives as BMW and BMW Group, Mercedes and Mercedes-Benz. HiBeam standardizes those entries and writes the correction back to the source system.

Campaign emails went out as no-reply by default. Customers replied anyway. Those replies now route to a real inbox where someone can answer them.

Knowing What Features To Leave Out

Every repair shop already runs a point-of-sale system for appointments, vehicles, and parts. HiBeam was built to work alongside whichever one a shop already uses, rather than replace it. That decision came up for review more than once.

The hardest test came when HiBeam found a group of shops it wanted to sell to, running a point-of-sale system that could only export spreadsheets. Reaching them meant building a point of sale into HiBeam.

DevSquad put the option on the table and worked through what it would take. The answer was no. A point of sale was not what HiBeam was selling. Instead, the platform connects to more point-of-sale systems. Rather than just building what was asked for, we steered the team away from an unnecessary platform and focused on what he was actually selling.

“Since he’s been working with us so long, Antonio is able to suggest enhancements we didn’t think of, or take something that was initially overcomplicated and simplify it, and have it land with a better user experience.”

— Chris Matson, Founder and CEO of HiBeam

From A Custom Product To A Sellable SaaS

Chris never intended to keep this in-house. Automotive repair is a large, fragmented industry with no dominant CRM, and he ran the numbers on what competitors charge before committing to the build. The **plan to resell the custom solution** shaped the product from day one.

The platform runs multi-tenant. Every customer gets their own account, subdomain, and campaign sending domain, and one account can run as many shops as the business owns. Billing runs through Stripe and is priced per shop. Because HiBeam has its own listing on the point-of-sale platform, every shop that connects the integration arrives as an inbound lead.

Three tenants are live, with a marketing push planned for this year. Chris’s stated goal is to move away from the agency model and focus on the CRM itself, as it offers even greater long-term profit.

DETAILS

Impersonate

Edit

Deactivate

Name	Tenant DevSquad	City	--
Phone	+1 (234) 231-3841	State	--
Email Marketing	marketing.devsquad.automatic-digital.co...	Zip	--
Address	--	Status	Active
Created At	2026-08-20 06:37:28		

Plan	Price	Status	Valid Until
Scheduling Plan	\$420.00/month	Active	--

Users

4

Access

Payments

Module Access

Edit

Modules

Admin	Dashboard
Customers	Repair Orders
Campaigns	Campaigns V3
Appointments	Communication
Leads	Reputation

Plans / Scheduling Plan

Scheduling Plan

10 modules included

Details

Edit

Plan Name	Scheduling Plan	Price	\$210.00
Modules	10 modules	Created at	08/20/2026

Modules

Admin	Appointments
Campaigns	Campaigns V3
Communication	Customers
Dashboard	Leads
Repair Orders	Reputation

Plans assembled from modules, billed per shop

Understanding The Full Value Of HiBeam’s Custom Software

- Marketing that matches the customer, instead of one message sent to everyone
- Shop-floor knowledge turned into automated follow-up, with nobody writing a campaign for it
- Marketing, appointments, repair orders, and messages on a single customer record
- Full visibility into who received every message and what happened after it went out
- Several separate subscriptions consolidated into one platform, with data that used to be copied by hand now moving automatically
- A proprietary platform built around HiBeam’s methodology that no competitor can license
- A second revenue stream via SaaS, and a path away from selling agency hours



SECTION 3: THE PATH FORWARD

AI Features And Catering To Top Customers

The account is in active development to keep solving additional problems for shop owners, with a roadmap defined through the middle of next year. A communications module and AI-assisted review replies are being built now, and a second point-of-sale integration is planned for the tire-focused shops Chris is targeting as prospective customers.

Ready to replace your outdated systems and processes?

“DevSquad works really well with non-technical founders. Anyone who’s discovered a need for a product but doesn’t know how to implement it could succeed with DevSquad.”

— Chris Matson, Founder and CEO of HiBeam

Schedule a call →

