UNIVISION

Audi

+ OMNICHANNEL   + CUSTOM AUDIENCES

CHALLENGE

Audi was looking to attract more prospects to their local dealership and drive auto sales. The dealership turned to our powerful data to help drive customer acquistion.

APPROACH

We delivered a cross-channel media campaign and an email campaign to a custom target audience of 40,000 individuals. We then ran a matchback analysis to measure our success.

TOP INDEXING SEGMENTS

Auto Shoppers

Vacationers
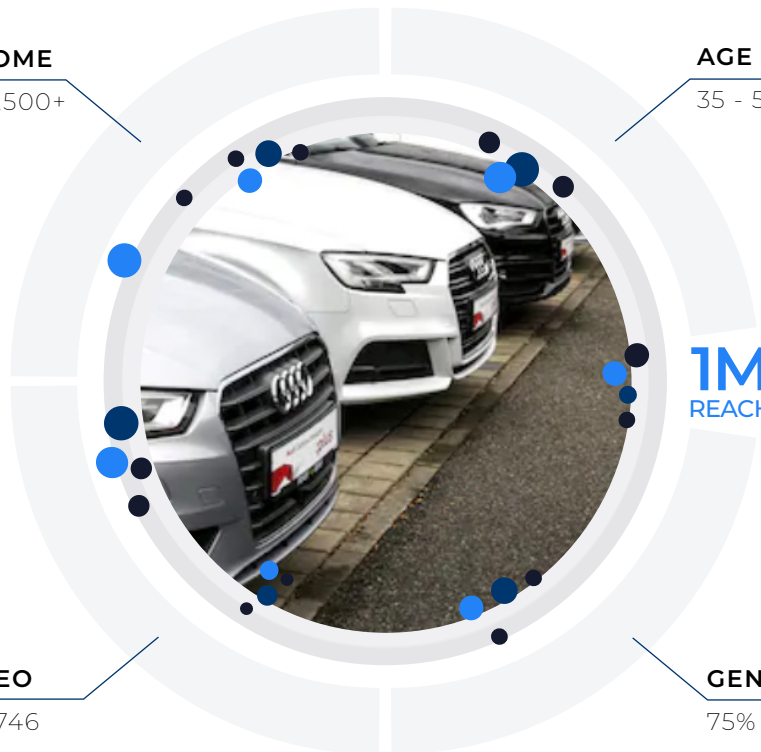
Business Professionals

Shopping Apps

INCOME
$122,500+

AGE
35 - 55

1M
REACH

GEO
11746

GENDER
75% Male

TARGET AUDIENCE

We utilized our mobile-first data and combined it with demographic, lifestyle, and purchase information to deterministically identify real individuals who were ideal customers for this campaign. The target audience included 40,000 auto intenders who were within close proximity of the Audi dealership and could successfully purchase from this specific location. The identified individuals exhibited an intent to purchase a luxury Sedan based on a variety of mobile app behaviors, website visits, email opens, purchase behavior and more.

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK

45,000 IMPRESSIONS

More specifically, our cross-channel media distribution resulted in over 45,000 impressions and the email campaign resulted in an 11% open rate with a 1.5% CTR.

22% TOTAL AUTO SALES

22% of the dealership's total auto sales were a direct result of our custom audience creation and accompanied omnichnnel campaign.