

Auto Dealership

+ EMAIL CAMPAIGN

+ CUSTOM AUDIENCES

CHALLENGE

A major auto company was looking to increase brand awareness and drive auto sales at their local dealership by promoting their new car model event, so they turned to us for help.

APPROACH

We deployed an email campaign to the specified individuals, then a second email campaign was targeted to all those who opened the email, engaged, and/or expressed an interest in the offer.

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



33 NEW AUTO SALES

The results showed a total of 33 car sales that could be directly linked to individuals from our custom target audience.

With a powerful custom audience and full-service campaign services, the local dealership was able to increase brand awareness and auto sales.

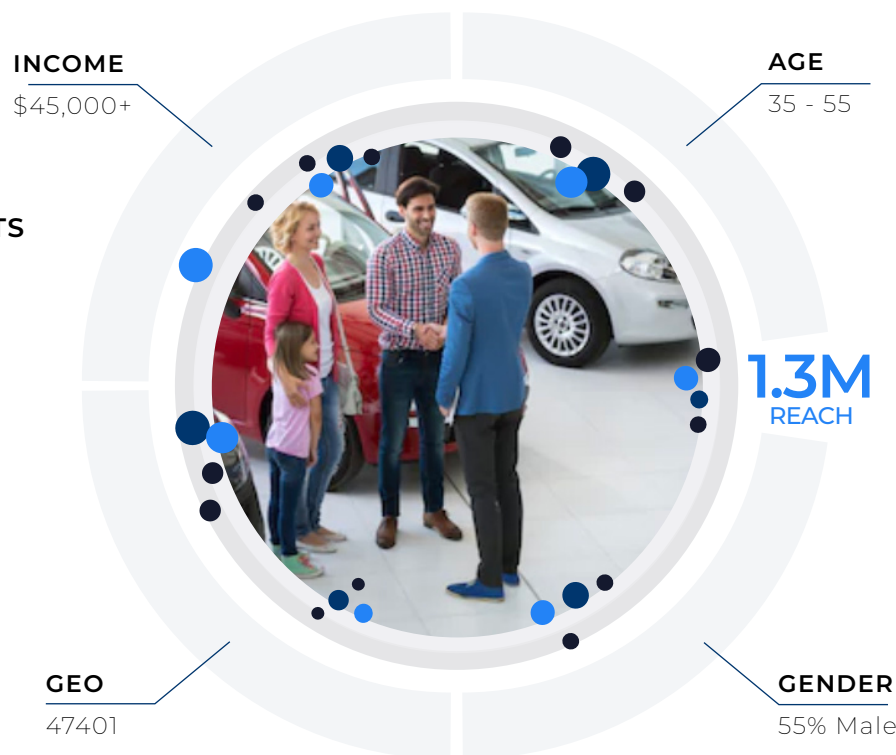
TOP INDEXING SEGMENTS

Auto Intenders

Apartment Renters

Sports Fans

Small Business Owners



TARGET AUDIENCE

We utilized our rich database of offline, online, and mobile consumer information to build a custom target audience for the auto dealership. The target audience included individuals who are within a 30 mile radius of the dealership, currently own a 2014 or older Honda, Hyundai, Kia, Mazda, Mitsubishi, Subaru, Toyota, or Volkswagen OR individuals who are in-market for an import vehicle.