

# Automotive Dealer

+ EMAIL & OMNICHANNEL

+ HYPER LOCAL TARGET AUDIENCE

## CHALLENGE

A local auto dealership was looking to drive more prospect to their location and increase car sales during their Memorial Day Weekend promotional event. The dealership turned to our custom audience creation and people management platform to achieve their goal.

## APPROACH

We delivered a two part email campaign to the custom audience along with an omnichannel display campaign to the same targeted individuals across all of their platforms- email, display, mobile, social media and video.

## THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



**84 NEW AUTO SALES**

Post-campaign, we ran a matchback analysis to measure our campaign performance. With powerful, hypertargeted audiences and optimized omnichannel campaign delivery, the local auto dealership was able to increase foot traffic to their locations and generate over 84 new auto sales over Memorial Day Weekend.

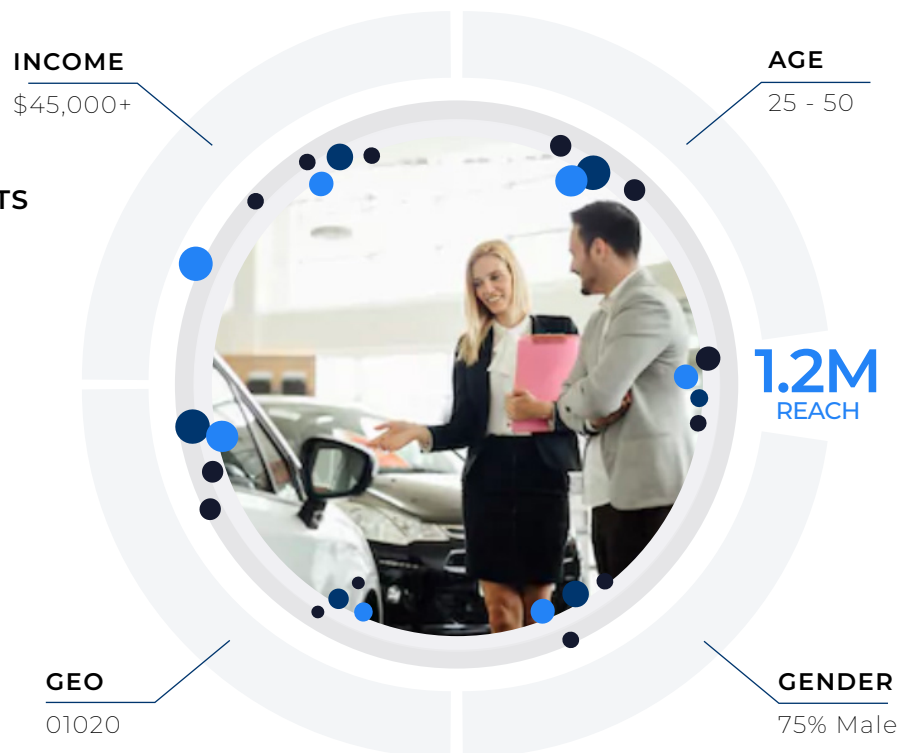
## TOP INDEXING SEGMENTS

Parents To Be

Music Streamers

Bargain Shoppers

Home Owners



## TARGET AUDIENCE

We utilized our rich database of offline, online and mobile data to customize a hyperlocal target audience for the dealership. The custom audience included over 35,000 individuals who were auto intenders within local distance of the dealership locations in Hartford, Connecticut and Springfield, Massachusetts.