

# Local Auto Dealership

+ EMAIL CAMPAIGN

+ HYPER LOCAL TARGET AUDIENCE

## CHALLENGE

A major auto dealership was looking to drive foot traffic to their retail location and increase car sales. The dealership turned to our custom audience creation and people management platform to achieve their goal.

## APPROACH

We identified the best target audience based on email engagement. Then, we delivered a second audience-optimized email campaign to the ideal individuals. We then tracked campaign engagement and dealership visits to see how our digital ads impacted consumer behaviors.

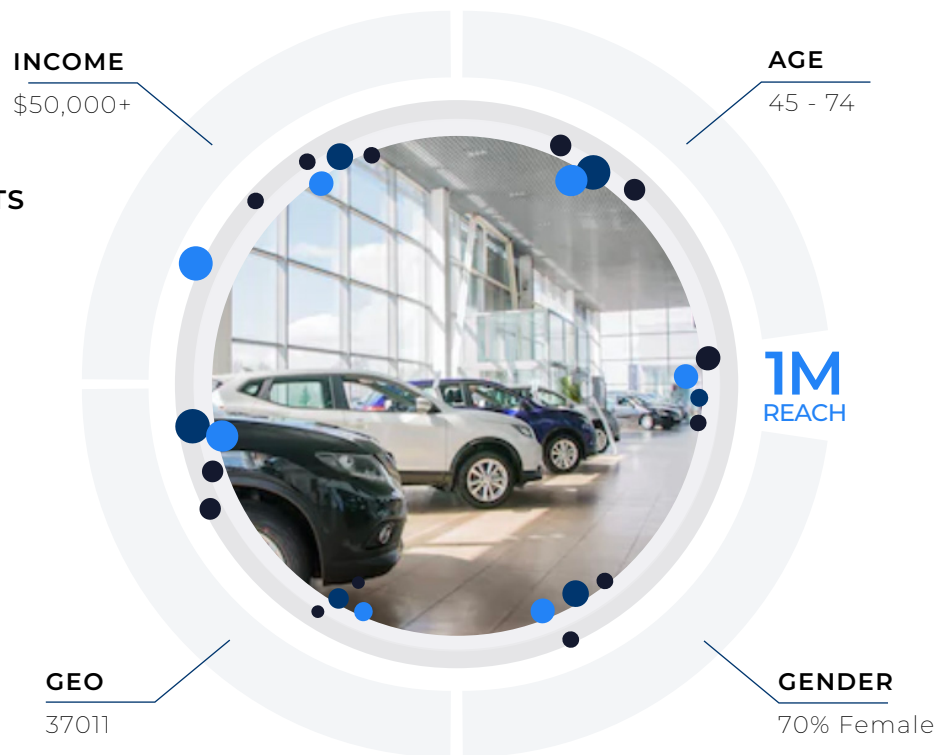
## TOP INDEXING SEGMENTS

Avid Shoppers

Wine Enthusiasts

Parents

Small Business Owners



## TARGET AUDIENCE

We utilized our rich database of offline, online and mobile data to customize two hyperlocal target audiences for the automotive company. The first custom audience included individuals who were 45-74 years of age, earned a household income of \$50K+ and were located in the five counties near the dealership. The second audience comprised of individuals who were in-market for an SUV and were within close proximity to the dealership.

## THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



## 190 NEW AUTO SALES

The results showed that our optimized email campaign helped drive over 400 leads and 190 new car sales at the dealership location.

With powerful targeted audiences and personalized email campaign delivery, the dealership was able to increase brand awareness, foot traffic and car sales.