

Mazda

+ EMAIL & OMNICHANNEL

+ HYPERLOCAL TARGET AUDIENCES



CHALLENGE

A major Mazda dealership was looking to drive foot traffic and increase car sales. In order to achieve their goals, the client turned to our custom audience creation and people management platform to achieve their goal.

APPROACH

We first deployed an email-only campaign to the custom audience and tracked campaign engagement and in-store sales. Then, we delivered an omnichannel campaign to reach the same targeted individuals across all of their platforms email, display, mobile and social media.

TOP INDEXING SEGMENTS

Mobile Banking Users

Sports Fans

Single Parents

Cord Cutters



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 50,000 individuals who were located within a 5-mile radius of the dealership and were also in-market for a Mazda.

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



115% LIFT

The results showed that there was a 115% lift in car sales from our omnichannel efforts when compared to that of email-only.



32 NEW AUTO SALES

We were also able to directly link 32 new auto sales to our campaign efforts and custom audience.