

Michigan Autogroup

+ OMNICHANNEL

+ CUSTOM AUDIENCE

Solving an auto dealer's most daunting challenge: finding its next customer.

CHALLENGE

Michigan Autogroup was looking to gain new business for two dealerships— Detroit Buick and Detroit Subaru— solely through new customers.

The auto dealer turned to our custom audience creation and people management platform to achieve their goal.

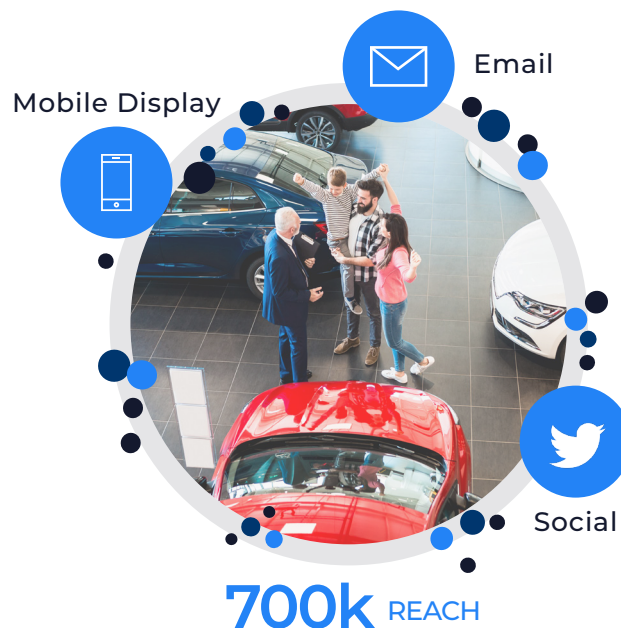
TARGET AUDIENCE

We utilized custom profiles of more than 250 million US consumers, based on carefully verified information from registered email addresses and more than one billion devices.

The information was filtered to create a target audience of nearly 700,000 individuals, within specific zip codes surrounding the dealerships, who were in-market for a new sedan, truck, CUV, or SUV, and would become a net, new customer for Michigan Autogroup.

APPROACH

We activated an optimized omnichannel campaign across email, mobile display, and Facebook to engage the custom target audience where they were most likely to respond.



THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK

+ FOOT TRAFFIC ATTRIBUTION

+ DIGITAL ENGAGEMENT

BUICK

The results showed that there were **47 car sales** in less than 30 days.

SUBARU

20 car sales, were matched back to the campaign.

Making Every Ad Dollar Count



We eliminated the guess work in measuring the success of the campaign by demonstrating how it definitively resulted in sales.