

# Park Place

+ OMNICHANNEL & EMAIL

+ HYPERLOCAL TARGET AUDIENCE

## CHALLENGE

Park Place, a luxury auto dealership located in Dallas-Fort Worth, was looking to gain new business through current and potential new customers. The dealer turned to our powerful data to help drive customer acquisition.

## APPROACH

We delivered an optimized omnichannel campaign across email, mobile and desktop display to reach consumers where they were most likely to respond.

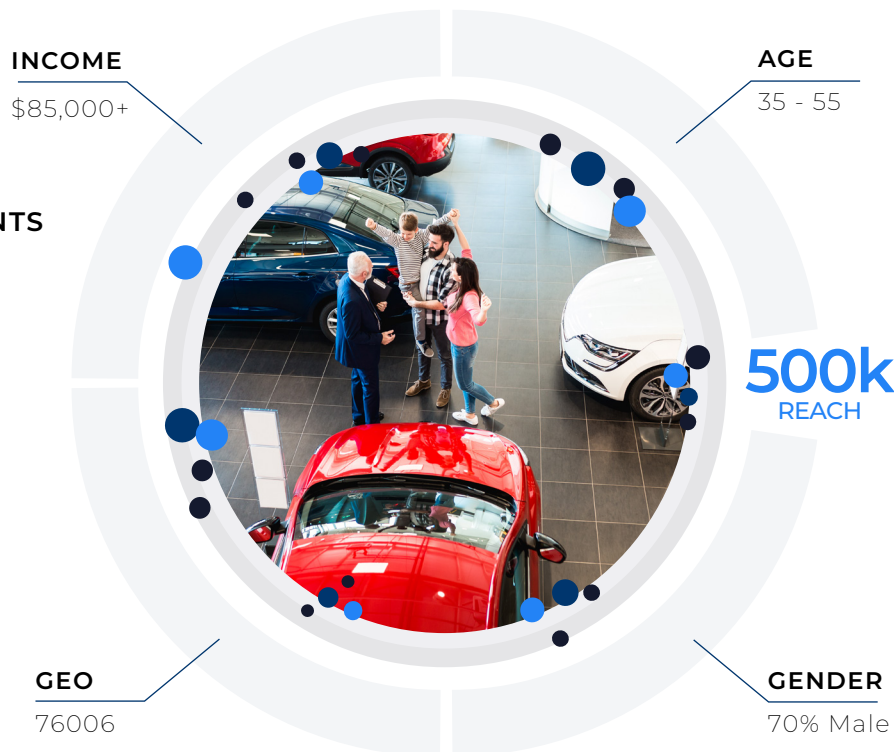
### TOP INDEXING SEGMENTS

Auto Intenders

Business Executives

Mobile Banking Users

Fine Dining Patrons



## TARGET AUDIENCE

We utilized our rich database of offline, online and mobile data to customize a hyperlocal target audience for the client. The audience comprised of 70,000 individuals within a specified radius of the dealership, who were in-market for a new car or service opportunity.

## THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



**180** CARS SOLD

We matched 180 car sales directly to our custom audience. We also helped deepen connections with existing customers by driving more than 1,300 service transactions at the dealership.



**13M** REVENUE

Through custom audience creation and optimized media delivery, we helped Park Place drive over \$13 million in revenue.