

Toyota

+ EMAIL & OMNICHANNEL

+ HYPERLOCAL TARGET AUDIENCES

CHALLENGE

Toyota was looking to increase car sales and attract customers to schedule maintenance visits. The client turned to our custom audience creation and people management platform to achieve their goal.

APPROACH

We delivered two email deployments to the target audience in November. We then tracked campaign engagement to maximize our results.

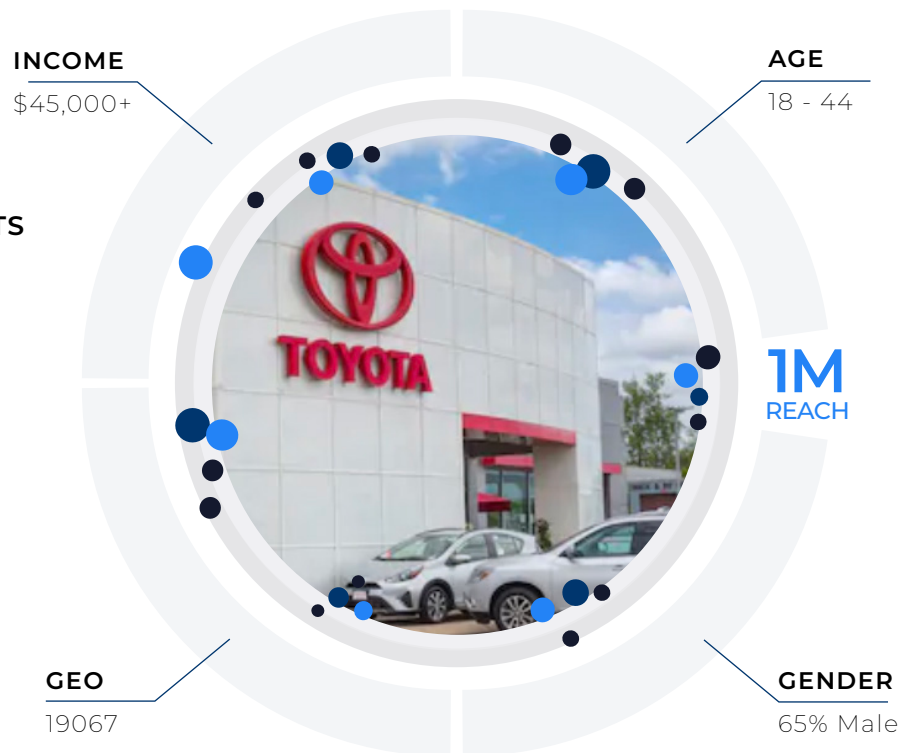
TOP INDEXING SEGMENTS

Auto Intenders

Electronic Shoppers

Apartment Renters

Graduates



TARGET AUDIENCE

We utilized our rich database of consumer information to provide an audience of real, verified individuals to create a hyper-local target audience for the client. The custom audience comprised of Hispanics aged 18-44 with a household income of \$45,000+ who have a credit score over 550 and are new Toyota/Honda/Nissan/Hyundai intenders.

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



3 NEW AUTO SALES

The results showed a total of 3 new car sales that were directly linked to our custom audience.

70 MAINTENANCE APPTS

We also matched 70 vehicles that were serviced to people who received our digital ads.