

Kia

+ DISPLAY

+ CUSTOM AUDIENCE



CASE STUDY | AUTO

CHALLENGE

A Kia dealership in Cerritos, CA wanted to increase sales for customers who are of Hispanic descent and whose mobile devices are set to Spanish.

During the pandemic, they saw an increase in buyer interest once the state of California began reopening their auto retailers..

APPROACH

We delivered a media campaign across mobile devices targeted to Hispanic residents within the 90703 zip code.

TARGET AUDIENCE

Hispanic auto intenders within a 15 mile radius of the zip code 90703.



THE RESULTS

9.1M Impressions

The results showed a total of 9.1M impressions directly linked to our media campaign.



1032 Conversions

The results showed that the campaign led to 1,032 conversions from May-November 2019 through tracking visitors via their email, postal and unique matches.



150 Measure Visits

We had 150 measured visits once the state of California reopened a projection of 3.7k FTA