

AUTO CASE STUDY

GOAL:

Major Automotive Group in the Pacific Northwest was looking to drive traffic to their website, promote service appointments and vehicle sales, and drive foot traffic to their showrooms in all locations.

SOLUTION:

We suggested a three month campaign that targeted individuals that met their ideal car buyer profile – such as auto intenders, age, income and credit ranges.

TARGETING:

- 30 miles around each dealership location
- Import Auto Owners
- Auto Intenders

EMAIL COUNT:

200,000 record campaigns, deployed weekly and bi-weekly over a three month period per location

RESULTS:

- **12.99%** average open rate
- **1.89%** average click rate
- **12,462** new sales and service customers gained during three month campaign window
- **25% (3,108)** customers originated from the email deployment
- 378 sales matches, **\$859,165.87** in gross profit
- 2,730 service matches, **\$552,272.72** in revenue



AUTO CASE STUDY

GOAL:

Automotive Group with dealerships located in the Southeast U.S. were looking to create brand awareness while driving showroom visits for all locations, website traffic, service appointments and new and used vehicle sales.

SOLUTION:

By targeting individuals that met their ideal car buyer profile – such as income, marital status, length of residence and credit ranges, we successfully delivered over 220K emails to prospects monthly.

TARGETING:

- 30 miles around each dealership location
- Conquest auto owners
- Auto intenders

EMAIL COUNT:

100,000 deployed twice with a re-drop to opens over a two month period for each dealership location

RESULTS:

- **13.01%** average open rate
- **2.02%** average click rate
- **10,181** new sales and service customers gained
- **1,668 (16%)** sales and service customers generated from the email deployment
- 181 sales matches, **over \$3MM** in revenue
- 1,487 service matches, **over \$1MM** in revenue



AUTO CASE STUDY

GOAL:

Automotive Group looking to create brand awareness while driving showroom visits to all locations, plus website traffic, service appointments and new and used vehicle sales.

SOLUTION:

By targeting individuals that met their ideal car buyer profile – such as income, marital status, length of residence and credit ranges, we successfully delivered over 200K emails to prospective car buyers.

TARGETING:

- 10 miles around each dealership location
- Honda, Nissan and Toyota owners
- Auto Intenders

EMAIL COUNT:

50,000 deployed every 2 weeks over a two month period per location

RESULTS:

- **14.33%** average open rate
- **1.7%** average click rate
- **1,004** new sales & service customers gained during campaign window
- **201 (20%)** customers acquired from the email deployment file
- 172 sales matches, **\$456,081.37** in gross profit

