

# CASE STUDY

Mazda of Hamilton



## Challenge

### Getting noticed online is the state of play in automotive retail

Debbie Sguigna, general manager of Mazda of Hamilton, ON knows that most car buyers begin their customer journey online. She also knows that only about 10% of visitors to the dealership's website engage online with her business. Most website traffic leaves without a trace – hundreds, even thousands – of potential leads are lost.

  
**90**  
percent

consumers who start their car buying journey online

  
**17**  
hours

time the consumer spends online researching their vehicle purchase

  
**1.6**  
visits

visits to the dealership down from 5 to 1.6 in the last decade

  
**63**  
percent

of prospective buyers compare prices and incentives across competing dealerships

## Solution

### Leverage website traffic to get more leads

Ms. Sguigna sought a solution that would help capture lost website traffic and give her the ability to act on that information. She found the answer in Vadanaa Data, an offline remarketing platform. Vadanaa locates anonymous website traffic, qualifies visitors and engages marketing-qualified leads with hyper-targeted direct mail.

Over a ten-week period, Vadanaa recorded anonymous page views to the store's website. After applying targeting and other business rules, campaign mailers were sent to marketing-qualified leads within hours of their visit to the site. The customized mailers reinforce dealership and manufacturer brands and feature a strong call-to-action to prompt engagement.

## Results

### Offline remarketing works

Vadanaa proved to be a value component of the business' marketing mix. The general manager reported a 16.92% lift in vehicle sales attributable, in part, to the Vadanaa campaign.

### RESULTS FOR VADANA A CAMPAIGN TIME PERIOD

**16.92%** lift in vehicle sales

**\$2.01** cost per lead

**\$69** cost per sale

*No two customer journeys are the same, but in today's marketplace all prospective buyers will have encountered a range of tactics aimed at closing a sale. This dealership knows from experience that Vadanaa can help drive sales.*