

CASE STUDY

South London Nissan



Challenge

Capitalizing on a high-traffic website to generate leads

South London Nissan's website enjoys thousands of page views every month. General Manager Mark McCarville knows that a significant number of those visits never convert to leads, let alone sales. The dealership's investment in its website and supporting digital tactics could use a lift.


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

Generate marketing-qualified leads with offline remarketing

South London Nissan found the answer in Vadanaa Data, an offline remarketing platform that locates anonymous website traffic, qualifies visitors and engages marketing-qualified leads with hyper-targeted direct mail.

Over a four-month period, Vadanaa recorded anonymous page views to the dealership's website. After scrubbing the data and 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 offer and call-to-action to prompt engagement.

Results

Offline remarketing works

Vadanaa proved to be a value component of the business' marketing mix. South London Nissan saw a 31.63% lift in vehicle sales attributable, in part, to the Vadanaa campaign.

RESULTS FOR VADANA A CAMPAIGN TIME PERIOD

 **31.63%** lift in vehicle sales

 **\$2.37** cost per lead

 **\$477** cost per sale

No two buyer journeys are the same, but in today's marketplace, all prospective buyers will have encountered a range of online and offline tactics aimed at closing a sale. Mark McCarville knows from experience that Vadanaa can help drive sales.