

# AUTOMOTIVE DEALERSHIP

2 Locations in Central Florida

## CHALLENGE

- Our clients' stores were underperforming sales goals
- Attribution was difficult to track on purchased leads
- Our client needed a better way to identify and bring in-market shoppers to their lots within the purchase window

## SOLUTIONS



Our client implemented V12 Signals to identify hundreds of in-market car shoppers on competitor lots within a 20 mile radius.

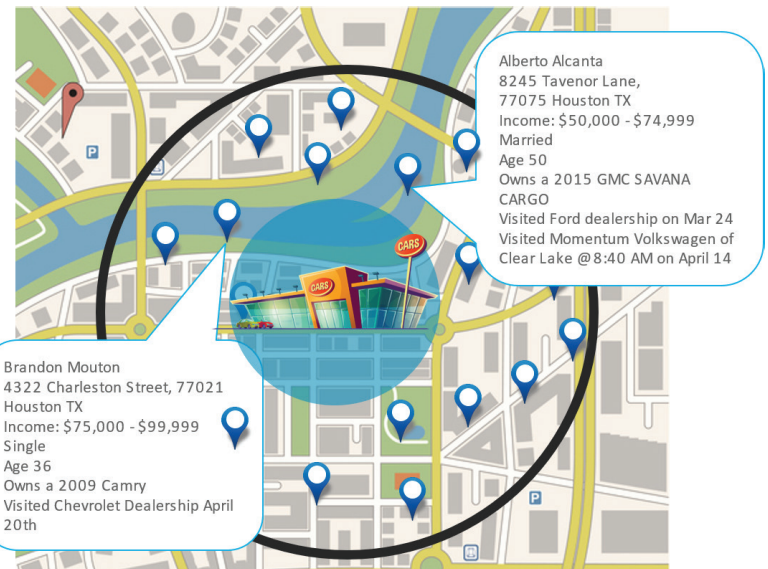


In addition, our client identified new prospects using V12's industry's leading VIN with data on over 215+ million consumers and 186 million VINs with linkage at the household and garage level.



V12 activated a multi-touch marketing program that targeted in-market competitive shoppers. Direct mail and email campaigns were deployed with an offer to entice shoppers into the dealer's locations.

### V12 SIGNALS V12 AutoID



## PROVEN RESULTS



Sales conversion of up to 6% and 200:1+ ROI at intended dealers



19% sales conversion of the total audience



Multiple lot visitors convert at a 72% higher rate than single lot visitors