AUTOMOTIVE DEALERSHIP CASE STUDY

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.

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