

Automotive Dealership

 2 Locations in Central Florida

Challenges

- Our client's 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 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 insights on over 215+ million consumers and 190 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