

# 8 Rooftop Dealership Group in New England

## Challenges

- Unable to accurately identify in-market individuals who were visiting competitive dealership lots or browsing online
- Limited insights of vehicle owners by specific make and models within their trade area
- Unable to identify or convert anonymous web traffic
- Inaccurate and missing information for 1st party contacts in CRM (approx. ~1M records)

## Solutions



### Database Cleanse & Enhancement

Added consumer and vehicle insights including name, emails, address, vehicle make and model, and more.



### In-Market Intent

Identified consumers visiting their dealership and competitive locations or visiting their website.



### New Customer Acquisition Program

Deployed email, direct mail, display, and social retargeting.

## Proven Results

- ✓ **\$1.29m gross** in the first 90-days
  - 435,000 individuals identified through all channels (44 cars sold)
  - 6,548 individuals identified through WebID (9 Cars sold)
- ✓ Uncovered that in-market individuals were going to **Hyundai, Honda, and Kia dealerships**
- ✓ Data cleansing and enhancement for better visibility into new sales, service, financing, and aftermarket incentives
- ✓ Identified **210,000 potential customers** around new dealership location