

# Regional Tire Retailer

## Challenges

- **Knowing who to target** – reaching highly targeted in-market prospects who will value and prioritize the personal touch of an independent dealer vs. a big box store.
- **Knowing how to target** – choosing marketing channels and strategies that will appeal to those prospects.
- **Finding the time to execute marketing** – as a small business owner, this can be difficult when wearing multiple hats.
- **Proof that it works** – as a small business owner, this can be difficult when wearing multiple hats.

## Solutions

V12 used in-market shopper technology and machine learning to determine the optimal custom audience. Prospects included:



### **In-Market Intent**

Identified shoppers who are in-market for tires and service based on their browsing behavior.



### **New Movers**

Identified people who have recently moved into our client's market area.



### **Consumer Audiences**

Identified households in which there is a new teen driver or other relevant life event trigger.



### **Auto ID**

Applied our proprietary "In-Market Tires" model to identify additional prospects who will be in-market - before they start shopping.

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**V12 selected marketing channels and strategies based on deep experience in the tire industry. Channels included:**

- Email
- Direct Mail
- Social Advertising

Our client selected one of our tried and true monthly offers through our easy to use self-service portal. V12 executed these campaigns on behalf of our client.

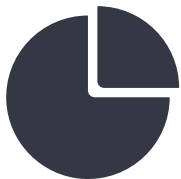
**In matching the VINs and Individual-level contact information, the client was able to calculate ROI with unprecedented precision.**

- Directly linked sales transactions back to prospects targeted
- Calculated a clear picture of the impact on the client's bottom line
- Created a dashboard to view real sales connected to marketing campaigns

## Proven Results

✓ **ROI was 3.3x** (\$3.30 incremental gross profit for every \$1 spent on micro-targeted digital lead generation)

✓ **50%+** of pilot gross profit came from new customers



**3.3x ROI**



**50%**  
of profit from  
new customers