

AUTO DEALER MARKETING CASE STUDY



Auto Dealer Drives Loyalty With Addressable Geo-Fencing

Overview

A local auto dealership was looking to promote service specials and other offers to existing customers. It enlisted the help of Integrity Media to utilize new Addressable Geo-Fencing technology and leverage its CRM data to target specific addresses of its existing customers. Its primary goal was to achieve a 0.10% CTR while also tracking the number of dealership visits it received from targeted individuals.

Solution

First, the advertiser uploaded two proprietary address lists from its CRM data—one list featured existing service department customers, and the other featured recent new car buyers. Using GPS data based on plat lines, Integrity Media automatically matched these addresses to the exact physical location, shape, and size of each household and instantly scrubbed the lists of any personally identifiable information. The system then built a target fence around each address to capture users for retargeting via mobile, tablet, and desktop ads. Next, the team drew a Conversion Zone around the dealership to track the number of users who were delivered an ad and then visited in-person.

Results

Over a campaign duration of three weeks, Integrity Media more than doubled the initial goal by achieving a 0.24% CTR. Additionally, the advertiser was able to measure the number of conversions and the Cost Per Visit to the dealership.

Results

2X

Campaign Goal

0.24% CTR

Campaign Result

Category

Automotive