

Luxury Auto Dealership

+ OMNICHANNEL

+ EMAIL

+ HYPER LOCAL TARGET AUDIENCE

CHALLENGE

A luxury auto dealership located in Dallas-Fort Worth, was looking to gain new business through current and potential new customers. The dealer turned to our powerful data to help drive customer acquisition.

TARGET AUDIENCE

We utilized our rich database of offline, online and mobile data to customize a hyperlocal target audience for the client. The audience comprised of 70,000 individuals within a specified radius of the dealership, who were in-market for a new car or service opportunity.



APPROACH

We delivered an optimized omnichannel campaign across email, mobile and desktop display to reach consumers where they were most likely to respond.

BRIDGE

CASE STUDY | AUTO

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK



180 CARS SOLD

We matched 180 car sales directly to our custom audience. We also helped deepen connections with existing customers by driving more than 1,300 service transactions at the dealership.

\$1.3M REVENUE

Through custom audience creation and optimized media delivery, we helped Park Place drive over \$1.3 million in revenue.