

Case Study

Auto Dealership

Company Profile

The client is a regional auto dealer with 3 dealership locations that sell nearly 1,000 new and pre-owned vehicles each month.

Project Overview

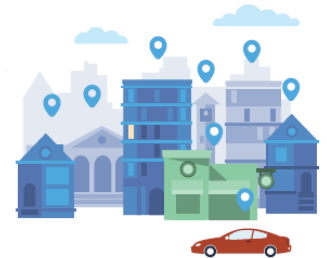
While working with the dealership, two large “buckets” of customers presented themselves as a great opportunity to target for a Buy Back or Conquest Sales campaign:

- 1) Customers that purchased service but did not purchase a vehicle at the dealership (Approximately 40%).
- 2) Customers that have previously purchased a vehicle at the dealership (Over 9,000 people).

Solution

After completing the discovery process with the client, Adronitis identified approximately 6,000 high value prospects from among the candidates. A targeted campaign was launched consisting of push advertisements that went to the customer's home PCs.

Through an online display campaign, the client was assured that their advertising efforts would reach real people instead of fraudulent bots and crawlers, which account for 75% of normal online traffic.



Measurable Client Results

The results according to the customer were “stellar.” Based on UTM/Google reporting, the campaign resulted in:

- 558 clicks to the site
- 530 new sessions
- 138% increase in average time on site

Over \$500K in additional revenue was produced, including \$182K from customers who had not visited the dealership in the last 9 months.

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To learn more about how Adronitis Marketing Group can improve your results while lowering cost please contact us at tom@adronitismarketing.com