

Leverage Display and Video Advertising to Steal Market Share



7.1x

MORE LIKELY TO
VISIT A DEALERSHIP



36%

YOY INCREASE IN
DEALER REFERRALS



43%

MORE LIKELY TO
BUY A VEHICLE

Overview

Major Southern California dealer group comprised of sixty-eight dealerships across multiple DMAs was looking to run a digital marketing campaign to increase awareness, drive traffic and outperform competitors.

Timing

+ Q2 2016 (April - June)

Objectives

- + Grow top-of-mind brand awareness
- + Conquest the competition
- + Retarget audiences
- + Increase website visits and shopping actions
- + Reach mobile shoppers at competing dealerships
- + Match display and video impressions to vehicle sales



Solution

A strategic programmatic media campaign consisting of display, video, retargeting and mobile ads was designed and executed across five Southern California DMAs.

- + Conquest audiences were built based on multiple factors including brand loyalty, awareness, consideration and vehicle segment preferences
- + Personalised dealer display and video impressions were delivered across all platforms
- + Retargeting campaigns re-engaged audiences already interested in the brand
- + Delivered ads to shoppers at competing dealerships using mobile GPS locations
- + Display and video impressions were directly matched to number of cars sold

Results^{1,2}

The Southern California dealer group increased brand and dealership awareness. Exposed audiences were 7.1x more likely to visit a local dealership. Website traffic grew by 75% and year on year (YOY) of dealer referrals increased by 36%.

Furthermore, impressions delivered were successfully matched to vehicle sales showing that in-market buyers exposed to Search Optics campaigns were 43% more likely to purchase a vehicle.

¹Place IQ PVR Study 2016: Search Optics Auto Client

²Oracle Data Cloud BTR Study Q2 2016: Search Optics Auto Client