



The Situation

A regional auto dealership with three locations sells over 1,000 new and preowned vehicles monthly. Two groups of perspective buyers were identified through historical purchases and service records.

The Process

After the initial discovery process of identifying the two potential groups, we found a total of 6,000 high prospects to target.

The challenge was that only home addresses were available, and the goal was to deliver digital ads to the recipient's mobile device and home PC.

We were able to match all of the names to their devices with a 98% insurance accuracy.

Once launched, only the identified recipients received the offers - no bot or fraud accounts were sent.

CASE STUDY

Identify and send digital ads based on prospect's home address.

The Results

The dealership was extremely happy with the results of the campaign.

