

## Case Study | Motorcycle Dealership

Client: **Motorcycle Dealership**

### Challenge

Motorcycle Dealership is located in Alton, IL (pop. 27,865) and 25mi from St. Louis where the majority of Harley Davidson owners live and has **6 other Competing H-D Dealerships** in the St. Louis area.

### Goal

To increase new and used Harley Davidson sales.

### Strategy

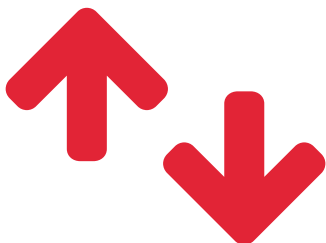
We purchased a list from a data provider of customers who qualify for the Harley Davidson's April 2016 promotion and in the market for a new bike. We also wanted to make sure the people in the market thought of the Motorcycle Dealership when they thought of Harley Davidson.

### Campaign Setup

- Start/End Date: April 1st - April 30th, 2016
- Pre-Append List Size: 17,293
- Post-Append List Size: 8,827
- Imp/person/month: 60
- Total Impressions: 529,581

### Campaign Results

- Click-Through Rate: .141
- Percent Lift Over Unmatched Records:
  - Unit Sales: 25.94%
  - Profit: 61.64%
- Percent Change in H-D Sales over April 2015:
  - Motorcycle Dealership: +40%
  - Competition: -20%
- Total Profit From Matched Unit:
  - Sales Data: \$37,351.18
  - Return on Investment: 252%



**Dealership sales rose by 40%  
in April, while the competition  
went down by -20%**



**25.94% lift over unmatched  
records on unit sales**