

## Case Study | Auto Dealership

### Company Profile

Our 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 as a great opportunity to target for a Buy Back or Conquest Sales campaign.

- Approximately 40% of the customers that purchased the service but did not buy a vehicle at the dealership.
- Over 9,000 customers have previously purchased a vehicle at the dealership.



### Solution

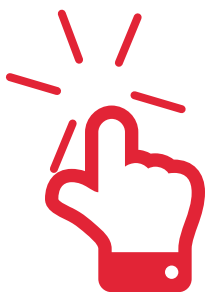
After completing the discovery process with the client, IP Targeting identified approximately 6,000 high value prospects among the candidates. IP Targeting launched a targeted campaign of push advertising to customers home PCs. Through our online display campaign; IP Targeting, the client was assured 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

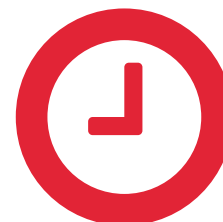
Over \$500K in additional revenue was produced, including \$182K from customers who had not visited the dealership in the last 9 months.



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