

Automotive Sales Memorial Day

At a glance

The client market is on the periphery of the greater Spokane (WA) Metropolitan Statistical Area with almost 500k residents. Area is a recreational travel destination with focus on camping, hunting, fishing, water sports, golf, and resort activities. Foreign brands such as VW, Toyota, and Subaru face strong obstacles in the region with traditional loyalty to domestic manufactured brands.

Key metrics



PRESENCE



WEBSITE



BOOST



EMAIL

CHALLENGE



Promote new inventory for Memorial Day Holiday sales event at three locations – Volkswagen, Toyota, and Subaru

STRATEGY/SOLUTION



Employed two channel digital strategy including email deployments - two of 50k emails each, before and after the Memorial Day holiday – accompanied by 50k banner display ads in retargeting campaign over 10 day period. Demographic filters utilized to establish target audience include:

- Auto Intenders
- Owners of VW vehicles (2018 and older) Owners of Toyota
- Vehicles (2018 and older) Owners of “sedans” (2018 and older)

RESULTS



Campaign results achieved almost 25% open rate and up to 40% click-rate on email blasts with a total of over 1,500 visitors to Parker Automotive Group websites, while retargeting over delivered number of impressions ordered by almost 50% while driving 50 qualified leads to sales page on the client website. Further post-campaign analysis through a match-back performed against the client’s sales list from this period yielded matches to new car buyers of 46 vehicles. Results reflect ideal approach including multiple email blasts supported by retargeting of openers with online display campaign.



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5/22/22

OPEN RATE: 10.88%
CLICK THROUGH RATE: 1.05%

5/26/22

OPEN RATE: ↑ 30%
CLICK THROUGH RATE: ↑ 3.15%