Challenges

- Our client’s stores were underperforming sales goals
- Attribution was difficult to track on purchased leads
- Our client needed a better way to identify and bring in-market shoppers to their lots within the purchase window

Solutions

Our client implemented Signals to identify hundreds of in-market car shoppers on competitor lots within a 20 mile radius.

In addition, our client identified new prospects using V12’s industry’s leading VIN with insights on over 215+ million consumers and 190 million VINs with linkage at the household and garage level.

Porch Group Media activated a multi-touch marketing program that targeted in-market competitive shoppers. Direct mail and email campaigns were deployed with an offer to entice shoppers into the dealer’s locations.

Proven Results

- Sales conversion of up to 6% and 200:1+ ROI at intended dealers
- 19% sales conversion of the total audience
- Multiple lot visitors convert at a 72% higher rate than single lot visitors