Regional Tire Retailer

Challenges

- **Knowing who to target** – reaching highly targeted in-market prospects who will value and prioritize the personal touch of an independent dealer vs. a big box store.
- **Knowing how to target** – choosing marketing channels and strategies that will appeal to those prospects.
- **Finding the time to execute marketing** – as a small business owner, this can be difficult when wearing multiple hats.
- **Proof that it works** – as a small business owner, this can be difficult when wearing multiple hats.

Solutions

Porch Group Media used in-market shopper technology and machine learning to determine the optimal custom audience. Prospects included:

In-Market Intent
Identified shoppers who are in-market for tires and service based on their browsing behavior.

New Movers
Identified people who have recently moved into our client's market area.

Consumer Audiences
Identified households in which there is a new teen driver or other relevant life event trigger.

Auto ID
Applied our proprietary "In-Market Tires" model to identify additional prospects who will be in-market - before they start shopping.

Porch Group Media selected marketing channels and strategies based on deep experience in the tire industry. Channels included:

- Email
- Direct Mail
- Social Advertising

Our client selected one of our tried and true monthly offers through our easy to use self-service portal. Porch Group Media executed these campaigns on behalf of our client.

In matching the VINs and Individual-level contact information, the client was able to calculate ROI with unprecedented precision.

- Directly linked sales transactions back to prospects targeted
- Calculated a clear picture of the impact on the client's bottom line
- Created a dashboard to view real sales connected to marketing campaigns

Proven Results

✔ **ROI was 3.3x** ($3.30 incremental gross profit for every $1 spent on micro-targeted digital lead generation)

✔ **50%+** of pilot gross profit came from new customers
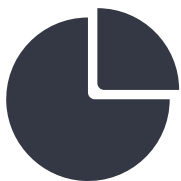
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