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.

Continued on backside...
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