

AUTOMOTIVE CASE STUDY

OVERVIEW

Client

Auto Dealership – Memorial Day Sales Event

Campaign Length

One Email Deployment

Objectives

The dealership wanted to drive awareness of their month-long Memorial Day sales event with special deals offered

Total Investment

\$650

Geography

Large DMA in the Midwest

Products Utilized

Email Marketing

RESULTS

30,000

Total emails delivered

10.61%

Total click-to-open rate

7,061

Total email opens recorded
(23.54% open rate)

749

Total clicks (2.5%
click-through rate [CTR])

STRATEGY & SOLUTIONS

- We recommended Email Marketing because it is an effective branding and awareness tool and can reach a larger number of targeted consumers with a message they have a high likelihood of reading.

Email is unique in that it can also fit further down the buyer's journey at the intent phase. Since we've already moved these individuals through the funnel to where they have intent to purchase, the dealership's month-long sales event may be an enticing offer to consider for those ready to convert.

The Email blast targeted auto intenders – especially those who are current vehicle owners of a different make and/or model.

A similar campaign through a different vendor had

- previously been deployed using the same creatives and targeting parameters.
- While 96,112 emails were delivered (as compared to the 30,000 emails delivered in this campaign), the open rate, click-through rate (CTR), Google Analytics sessions, new users, bounce rate, and time on site yielded lower metrics comparatively.

METRICS	THIS CAMPAIGN	PREVIOUS CAMPAIGN
Open rate	23.54%	11.82%
Click-through rate (CTR)	2.50%	1.95%
Google Analytics (GA) Sessions	384	355
New users	380	345
Bounce rate	33.85%	74.65%
Time on site	2 mins 41 secs	18 secs