

# Chicago Auto Dealership: Gaining an Edge on the Competition

## A HUBBARD CHICAGO CASE STUDY

### *Leveraging Customer Data to Improve Sales and Lift ROI*

#### SNAPSHOT

To stay competitive in the high-pressure automotive market, one Chicago dealership turned to 2060 Digital for a powerful, highly targeted digital campaign. Results included new leads, new sales, and significant ROI.

#### GOALS

One local auto dealership was feeling the pressure to get ahead of other dealerships selling the same models. They recognized the need for well timed, well placed digital advertising, and turned to Hubbard Chicago's 2060 Digital. Together we identified a few goals:

- Examine existing customer data and steps in the path to purchase to understand and reach a new audience segment.
- Target and reach the most qualified prospects.
- Improve sales and achieve strong ROI.



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### THE MARKETING SOLUTION

With the client's goals in mind, we dove into their customer data in their CRM and leveraged advanced analytics to build a look-alike model of customers, knowing that geography and timing play a huge role in auto shoppers' decisions. To reach the most qualified prospects, we developed an IP targeting campaign that combined the dealership's customer data with other geographic and consumer data. This allowed us to advertise personalized deals and incentives in a region that made the most sense for prospects. Finally, we paired all of this advanced targeting with a highly competitive offer to reach and influence this new audience segment.

### INFORMATION:

**Industry:** Automotive

**Market:** Chicago metro area

**Solutions Utilized:**

Targeting and display advertising via 2060 Digital

### RESULTS

In just one month, the dealership attributed 22 new sales to the digital campaign, which represented a significant lift in ROI and far exceeded goals. The dealership's team was pleased and excited about future results.

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