

Promoting Luxury Car Sales Through Digital Marketing

CONCEPT	OBJECTIVE	RESULTS	SALES	SERVICE TRANSACTIONS
Luxury vehicle dealership in the southwest	Drive sales through digital marketing	\$28 million in revenue, ROI of \$122 for every \$1 spent	409 new car sales across 15 locations	2,666 service department transactions



An auto dealership in the Southwest, who is considered to be a premier destination for new and pre-owned luxury vehicle sales, was seeking to find a balance between acquiring new clients and maintaining engagement with their existing clients. Their primary objective was to sell inventory on a monthly basis and to keep the brand top-of-mind when clients are looking for a new luxury car.

With dealerships in 15 different locations and 10 brands of luxury vehicles available, the dealership wanted to run a digital marketing campaign to drive sales in all locations. In order to do so, the dealership turned to Buxton to run a hyper-targeted, digital marketing campaign promoting both new vehicle sales and existing vehicle services.

Digital Marketing Campaign Execution

Over a nine-month period, Buxton and the dealership ran four campaigns utilizing a mixture of digital marketing tactics to promote five different brands of cars. Buxton first identified individual, verified consumers within a specified radius of each dealership who were intending to purchase or lease a car.

Buxton's hyper-targeted approach to audience creation generated a target list of more than 100,000 people, which included a mix of both current customers and high ranking prospects to emphasize the importance of acquisition and retention.

Next, Buxton analyzed each target audience member's media consumption propensities, including the channels that would most likely generate a campaign response. This information was used to launch an integrated marketing campaign that targeted individuals based on the channel where they were most likely to respond, including direct mail; email; and mobile, desktop and display ads.

Campaign Results

Taking a targeted approach to marketing yielded strong results for the dealership. As a result of the campaign, the auto dealership generated more than \$28 million in revenue by selling 409 new cars and performing 2,666 service transactions. Additionally, the company acquired 446 new customers and retained 2,201 existing customers through new car sales and service transactions. The campaign produced an estimated ROI of nearly \$122 for every dollar invested in direct mail and digital ads.

Based on the results of the campaign, the dealership is continuing to refine its targeting and to launch additional digital marketing campaigns through Buxton.

Grow Your Sales Through Targeted Marketing

Are you reaching the right consumers with your marketing campaigns? Through Buxton's targeted marketing, you can reach the right person on the right channels and increase your marketing ROI. Contact us today to learn more.

**Contact us to learn about our
marketing intelligence solutions.**