

Case Study

Automotive Agency drives 30K+ Walk-ins for 117 Dealerships



Industry:	Automotive Marketing and Advertising
Company:	Full-service Automotive Agency
Product:	Whitelabeled Mobile Geofencing, Facebook Dynamic, CTV, Video, Digital Audio



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31.5K Walk-ins	153 million Impressions	117 Dealerships	969K Clicks
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COMPANY PROFILE

An industry-leading national full-service advertising agency with over 40 years of experience. Their portfolio of clients includes some of the well-known auto groups in North America.

CHALLENGES	SOLUTIONS
 <p>Gaps in fulfillment</p>	 <p>Fully managed service</p>
 <p>Complex landscape to navigate</p>	 <p>Whitelabel solution</p>
 <p>Management overhead</p>	 <p>Full suite of digital marketing services</p>
	 <p>Automotive expertise</p>

CHALLENGE

The automotive agency's client base was growing so quickly that they were not able to fulfill their clients' requirements with their internal team. Their resources were spread thin, and volatility in the demand made it complex to forecast resources, delaying the hiring process. They were looking for an on-demand vendor but preferred a reliable agency to partner with in the long term. It was challenging to find an agency that provided high-quality services at competitive pricing.

More importantly, investing in change management was a crucial expense. So the automotive agency wanted to make sure that the agency they partnered with would stay on top of technology and trends to avoid moving from one agency to another frequently and save the overhead. Their ideal agency partner would specialize in automotive and provide multichannel digital marketing services.

OUR PROCESS

Demand Local was one of the agencies that they were evaluating. Our sales team got in touch with the automotive agency and furnished a proposal plan for a potential pilot on mobile geofencing. Using geofencing, we targeted audiences close to the purchase stage. We did this by targeting car buyers who were visiting competitor dealerships in the proximity of the client.

In addition to geofencing and geo conquering, we also retargeted site visitors whose behavior indicated high intent, such as visiting vehicle description pages or requesting pricing information. We implemented walk-in attribution to measure the number of showroom visits that were influenced by digital campaigns. This was a unique value proposition that differentiated Demand Local from the rest of the competition. Quickly, our partner recognized the improvements in the quality of the campaigns and found our team's availability to holistically support their marketing needs very helpful.

Within the first few months working with them, we launched mobile campaigns for one of their largest dealerships, targeting nine showrooms in the Northeast area, and added three more to a total of 11 dealers in the first year. The agency saw the quality of the campaigns go up, and their reputation with the dealers strengthened. This led to Demand Local taking over more campaigns every quarter.

By 2019, our partnership delivered over 30,000 showroom visits and branched out from mobile to video, social, dynamic display, Facebook dynamic ads, and Connected TV. Over the last three years, we've garnered several positive reviews from clients by working together with our partner agency. Since partnering with us, the agency has been able to focus their efforts on gaining new businesses, while we take care of their end-to-end ad operations.

We've spent over a decade in the auto industry, and our main goal is to continuously innovate and stay ahead of the curve in order to provide the best capabilities to our clients and partners. Our tools and techniques are built from the ground-up for automotive marketing and are continuously innovated as technology evolves. Alongside our automotive-specific media and technology partners, we are able to provide exactly what is needed.

RESULTS

31.5K

Walk-ins

153 million

Impressions

117

Dealerships

969K

Clicks

THE DEMAND LOCAL DIFFERENCE



WHITELABEL SOLUTION

Scalable marketing service that can go up or down based on your needs.



FULL-SERVICE MARKETING

Multichannel digital marketing service that includes display, search, inventory, social media, CTV/OTT, video, and digital audio.



ADVANCED REPORTING

Tailored reporting unique to each client with a custom breakdown that includes demographic data.



WALK-IN ATTRIBUTION

Accurately measure the actual store visits using our proprietary technology, from ad impression to store walk-in.



LIGHTNING FAST ONBOARDING

Minimal setup cost and onboarding timeline to get your campaigns up and running in no time.



MEDIA & TECHNOLOGY PARTNERS

Access to a wide network of industry-leading media and technology partners.



INSTANT SUPPORT FOR TROUBLESHOOTING

Dedicated team of experts to provide full support and resolutions with the utmost attention

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