

Case Study

Midwest Region RV Dealer Sees a CTR of 13.7% — 3.5X the Industry Average



Industry: Recreational Vehicles

Company: Midwest Region RV Dealer

Product: Search Engine Marketing, Retargeting, Mobile Geofencing, Geoconquesting, Registered Showroom Visits™

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2.5X

Increase in Clicks

13.7%

SEM CTRs

25%

Increase in RSVs™

119%

% Delivery

COMPANY PROFILE

The RV dealership is located in South Dakota and serves the Black Hills and Mount Rushmore region. The dealer is fully committed to providing an exceptional camping experience through unsurpassed customer service and satisfaction. Their friendly and knowledgeable sales team is focused on ensuring their customers make the right choice when it comes to finding the perfect RV. The dealership holds a wide range of RVs including fifth wheels, travel trailers, toy haulers, and expandables. They work with brands including Durango, KZ RV, Open Range, Sportsmen, Spree, and Winnebago. Along with sales, they also provide first-rate parts and services with a superior selection of RV accessories.

CHALLENGES



Limited Budget



Off-Season Drop in Sales



Competitor Conquest Campaign Against Them

SOLUTIONS



Mobile Geofencing and Geoconquesting



Evergreen Brand Awareness Campaigns



Search Engine Marketing

CHALLENGE

Seasonality plays an important role in the RV Industry with sales declining during the winter and spring and summer seasons typically generating the most revenue. Despite some seasonal fluctuation, the market sees fairly consistent demand throughout the entire year. The dealership wasn't bringing in as many customers during the off-season as they wanted to due to a lack of brand awareness and not being able to stay top-of-mind year-round. One of their largest competitors was conquering them with search engine marketing; as a result, interested parties who searched for Midwest RV on Google or Bing were served ads for the other nearby RV dealer. A limited budget and lack of evergreen marketing put them at a disadvantage and they decided to tackle the problem with an always-on marketing strategy.

OUR PROCESS

To mitigate the impact of seasonality, we launched evergreen campaigns that ran throughout the year and continued building consumer awareness and consideration. We allocated budget to every month of the year and increased it during peak months.

In order to increase Midwest RV's local market share, we geoconquered the top seven competing RV and boat dealerships in the area and served ads to customers both while they were on competitors' lots and after they left. We also geofenced the location of The Black Hills Sports Show and Outdoor Expo during the dates and times of the convention and served ads to attendees during and after the event; this popular expo attracts outdoor sporting & camping enthusiasts from North Dakota, South Dakota, Nebraska, and Montana. We also behaviorally targeted all in-market RV and boat intenders in the dealership's primary market area. In order to track the efficacy of our mobile ads, we placed a geofence around the client's location and tracked when customers entered the dealership after seeing one of our ads with Registered Showroom Visits™.

With our search engine marketing campaign, we developed comprehensive keyword lists that covered all inventory types, brands, and competitor terms. This approach ensured that Midwest RV appeared prominently in the results for any search related to their offerings. To maximize the effectiveness of our mobile geofencing and search engine marketing campaigns, we served retargeting ads to Midwest RV's recent website visitors to reinforce our messaging and support customer acquisition and retention efforts.

RESULTS

Over the course of four months, we increased our monthly click volume from SEM by 2.5X and achieved a CTR of 13.7%, 3.5X better than the industry average for the category (4.0%). Our ads held the top position on Google 40% of the time. Through precise targeting and continuous optimizing, we drove 25% more monthly Registered Showroom Visits™.



MONTHLY SEM CLICKS

