

Case Study

RV and Boat Dealership Sees 4.7X Increase in Walk-Ins



Industry: Recreational Vehicles

Company: RV and Boat Dealership

Product: Mobile Geofencing, Geoconquesting, Registered Showroom Visits™





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COMPANY PROFILE

The client is a leading RV and Boat dealer in the Northwest region. They provide sales, service, and rental of Recreational Vehicles and Boats. They carry a wide range of new and used fifth wheels, travel trailers, toy haulers, Scarab Jet boats, Trifecta Pontoon boats, and Glastron boats, as well as Class A, Class B, and Class C motorhomes. The company is well-known in the Pacific Northwest for their outstanding service at every point, from purchase to ongoing maintenance and customization and has been operating successfully for the past 11 years.

CHALLENGES	
	Imprecise targeting
	Lack of Walk-in tracking

SOLUTIONS	
	Mobile Geofencing & Geoconquesting
	Registered Showroom Visits™

CHALLENGE

Their marketing campaigns drove a fair amount of traffic to their site and got some website engagement, but they knew they could drive better results with the same ad spend if they refined their targeting. While the total available market is the entire northwest region, in order to see the best returns from their advertising campaigns, they had to narrow down their target market to potential customers who are looking to purchase or rent their RVs and boats in the shortest amount of time. That's when they approached our partner agency to leverage our mobile targeting expertise.

SOLUTIONS

By conducting market research and consultations with the client, we learned about their target customer and built a precise custom audience that fit the profile. To ensure we were laser-focused on the most in-market consumer, we combined location, demographic, and behavioral data. The campaign aimed at 40-to-60-year-olds with a household income of over \$50K and a minimum credit score 600 and above.

In order to increase our local market share from competing RV dealerships, we identified 18 of the largest competitors within 20 miles of our client's location and geoconquered these businesses by serving ads to customers on their lots. This allowed us to identify in-market shoppers who were looking for RVs and boats at competitors' physical locations. We retargeted these shoppers after they left competitors' lots and drove visits to our client's website, and eventually to their store location.

We placed a geofence around our client's location in order to track when customers entered the dealership after seeing one of our ads with Registered Showroom Visits™. On top of this, we also targeted local RV and boat shows by creating tight geofences around convention centers and fairgrounds during the dates and times that the events took place and serving ads to show attendees.



4.7X
Increase in RSVs™



450
Total RSVs™



0.35%
Effective CTRs

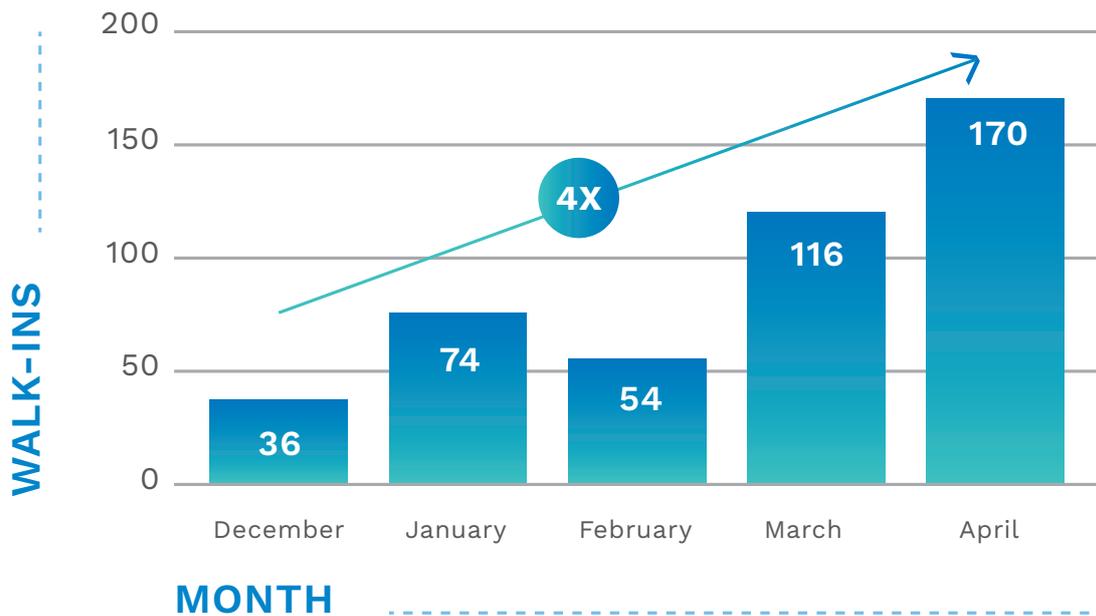


119.67%
% Delivery

RESULTS

Since we started the mobile geofencing and geoconquesting campaign, the client saw a dramatic increase in Registered Showroom Visits™ month-over-month. They tracked 170 RSVs™ in the fifth month, which is 4.7X the number of RSVs™ recorded in the first month. We changed their creatives every two weeks to prevent ad fatigue and improve engagement, and saw a 21% improvement to our effective CTR over the course of the campaign as a result.

MONTHLY WALK-INS



4.7X
Increase in RSVs™

450
Total RSVs™

0.35%
Effective CTRs

119.67%
% Delivery