

OMNI-CHANNEL RV MARKETING SUCCESS

Client: Airstream Charlotte

Website: Airstream Charlotte

> EXECUTIVE SUMMARY

Airstream Charlotte, a premier dealership specializing in new, used, and custom-trimmed Airstream travel trailers, partnered with Demand Local to overcome key challenges in attribution, audience targeting, and inventory-driven marketing. Leveraging advanced tools like LinkOne Data and a tailored performance-based strategy, Demand Local delivered measurable results that significantly enhanced Airstream Charlotte's marketing effectiveness and sales outcomes.

> BACKGROUND

Located in Monroe, NC, Airstream Charlotte brings over 40 years of RV industry expertise to its customers. Known for its high-quality customer service and diverse inventory, the dealership needed a marketing partner who could ensure its campaigns resonated with high-intent audiences and reflected real-time inventory availability. They sought to align their marketing efforts with their reputation for excellence and innovation.

> CHALLENGE



Attribution of Media Channels

Difficulty identifying which media channels contributed to conversions and unit sales, limiting strategy optimization.



Audience Targeting Precision

Challenges in accurately targeting high-intent buyers for new, used, and custom Airstream models.



Dynamic Inventory Campaigns

Inefficiencies in implementing campaigns that reflected real-time inventory, resulting in missed opportunities with potential buyers.

> SOLUTION**ATTRIBUTION OF MEDIA CHANNELS**

Using the proprietary LinkOne Data tool, Demand Local provided detailed insights into channel performance. Airstream Charlotte gained visibility into actions such as click-to-calls, click-to-chats, and lead form submissions. Dynamic inventory attribution reports offered a clear picture of how specific media efforts contributed to unit sales.

**PERFORMANCE-BASED MEDIA STRATEGY**

Demand Local optimized Airstream Charlotte's media spend by focusing on high-performing channels, ensuring that campaigns drove conversions through forms, chats, and phone calls. By analyzing how channels worked together, the agency refined strategies to maximize ROI.

**DYNAMIC INVENTORY CAMPAIGNS**

Demand Local launched dynamic advertising campaigns showcasing Airstream Charlotte's real-time inventory, including new, used, and custom models. This ensured that prospective buyers were always presented with accurate and relevant listings, increasing engagement and conversions.

**ACTIONABLE INSIGHTS AND REPORTING**

With transparent, data-driven reporting, Demand Local provided Airstream Charlotte with actionable recommendations to refine their strategies. Attribution insights empowered the dealership to make informed decisions aligned with their sales goals.

> RESULTS

>> 691 tracked conversions:

Including click-to-calls, lead form submissions, and click-to-chats.

>> Enhanced attribution insights:

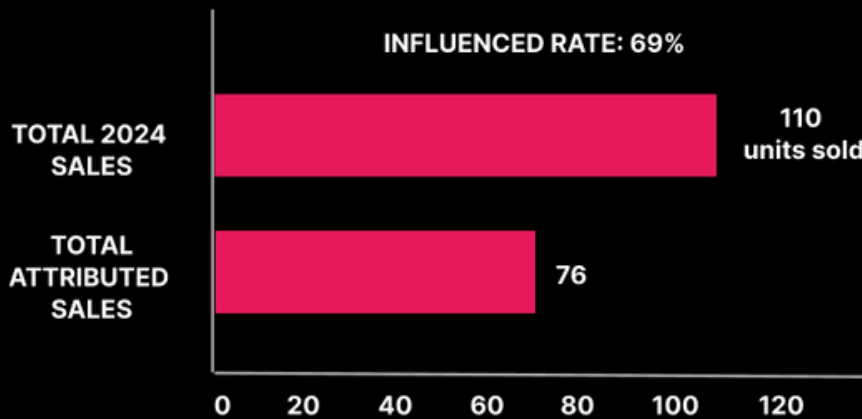
Clear understanding of media channel contributions to unit sales.

>> Increased campaign relevance:

Real-time inventory integration improved buyer engagement.

>> Optimized ROI:

Performance-focused strategy maximized marketing efficiency.



> CONCLUSION

Airstream Charlotte’s partnership with Demand Local exemplifies the power of a tailored, data-driven approach to marketing. By leveraging tools like LinkOne Data and focusing on dynamic inventory campaigns, Demand Local delivered exceptional results, helping the dealership connect with high-intent audiences and achieve measurable success.

> WHY DEMAND LOCAL

Airstream Charlotte chose Demand Local for its boutique approach, advanced ad tech, and transparent reporting. Demand Local’s emphasis on precision and performance ensured the dealership’s marketing strategies were both effective and scalable, positioning Airstream Charlotte for continued growth in the competitive RV market.