

## CASE STUDY

# AUTOMOTIVE

## New York dealership group targets purchasers at key moments

### CHALLENGE

An automotive dealership group in New York recently acquired a new dealership in their portfolio and was looking to invigorate their relationship with car buyers within a 25-mile radius of their dealership. They recognized the opportunity to identify real people at dealerships in the county within a 30-mile radius of their new dealership to present relevant offers at key moments of consideration in their purchase journey.

### REFINITION SOLUTION

Refinition was tasked with curating a custom audience of the dealerships within the geography and segmenting an audience based on age, household income and timing of visits coupled with a zip code profile for use in a digital marketing campaign to drive real people into the dealership to lease/purchase vehicles.

### CAMPAIGN STRATEGY

Client provided custom creative with incentives to visit the dealership and view their inventory online.

### THE RESULTS

After implementing a digital marketing campaign powered by Refinition leads:



Nearly 7% of the audience that was served the ad showed up at the dealership from a competitive dealership

22% of the audience clicked through to the site to view inventory

---

## Sell more, spend less, repeat often

Contact us at [getrefined@refinition.com](mailto:getrefined@refinition.com) to get started today.

**Learn more at [refinition.com](http://refinition.com)**