

CASE STUDY

AUTOMOTIVE

Domestic dealership drives leads through new customer acquisition

CHALLENGE

An automotive dealership group in Utah was looking to garner new business for one of their dealerships – solely through new customer acquisition. The group turned to our Automotive Network to create their own custom audience of competitive dealerships within a 30 mile radius of their dealership. They recognized the opportunity to identify real people at other car dealerships coupled with recency and physical address. The client ran a direct mail campaign to home addresses Refinition provided.

REFINITION SOLUTION

Refinition provided professional consulting services to procure the audience, segment based on a radius proximity and hand off physical addresses for direct mail to one of the leading fulfillment houses in the US.

CAMPAIGN STRATEGY

Direct mail piece facilitated between client and fulfillment house

Sell more, spend less, repeat often

Contact us at getrefined@refinition.com to get started today.

Learn more at refinition.com

THE RESULTS

After implementing a direct mail campaign powered by Refinition leads:



Lifetime campaign average CTR = 0.39%



Unique deviceID audience CTR = 24%



28% conversion to retail