

Addressable GeoFence for Customer Retention and Increased Sales



Company Profile

Regional Car Dealership



Industry

Automotive



Location

Arizona

71.58%

increased
conversion rate

\$3,412

higher average sale from
target group

\$232,516

in sales

THE CHALLENGE

A well-known Arizona-based automotive dealer with a large base of loyal customers was looking for additional ways to improve client retention and increase sales. The dealer wanted to capitalize on past customer relationships by using their dealer management system to identify the best prospects.

THE SOLUTION

AccuData provided insight for audience targeting and campaign strategy. Previous buyers with positive equity in their cars were identified and matched to their corresponding postal addresses. Using our cookie-free, advanced Addressable GeoFence technology, AccuData was able to target these individuals on all connected devices within their homes. AccuData delivered digital ads for one month.

THE RESULTS

The Addressable GeoFence campaign, while short in duration, produced above-average returns in both impressions and sales. The dealer obtained a 71.58% increase in conversions over previous marketing tactics. They attributed more than \$230,000 in sales from the campaign and, perhaps even more striking, a higher average sale from this targeted group.