Automotive Marketing

Data-driven automotive marketing intelligence for conquest and loyalty campaigns

Modern car buyers rely heavily on online research, and many shoppers know exactly what they are looking for prior to their first visit to a dealership. It's crucial that your brand is visible on multiple channels and throughout the buying cycle. Trust AccuData to guide you through the process, from developing a target audience of in-market buyers to managing multichannel campaigns to reach and engage them.

Benefits

Boost effectiveness by leveraging valuable insight into the changing automotive market

Optimize campaigns with access to the nation's leading databases and data-related services

Extend the reach of your message with the addition of email and digital marketing channels to your existing postal campaigns

Email Highly Connected Audiences

From mailboxes to inboxes, we know how to get your message delivered. AccuData's in-house Email Marketing team manages all facets of conquest and loyalty email marketing, including copywriting, mobile-responsive design, targeted opt-in email audiences, email address verification, deployment, optimization, and detailed reporting.

Conquest Email
An extensive selection of vehicle and consumer data attributes paired with AccuData's access to the highest-quality, opt-in email lists creates the ideal foundation for high-performing campaigns. Couple that with our sharp creative team and you've got a recipe for superior conquest email marketing.

AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

Loyalty Email
Your database of loyal buyers and service customers is one of the most valuable tools you have at your disposal. Effectively managing that data; however, can be a constant challenge. Managing your customer data for segmentation, personalization, and automation is both a necessity and hindrance for many automotive marketers. AccuData can help.

Email Marketing Services
- Campaign consultation
- Conquest audience identification and campaign deployment
- Loyalty campaign deployment
- Addition of email addresses to postal lists
- Email paired with Digital Display Advertising and/or Paid Social Media Advertising
- Creative services including design and copywriting

Post-Campaign Reporting

AccuData recognizes the significance of lead attribution and return on investment analysis, so we provide comprehensive match-back reporting following your email campaign. Approximately 90 days after your final deployment, AccuData will match your buyer file to the individuals that received your email marketing messages to establish attribution. With this intelligence, you gain deeper insights into the specific conversions resulting from your campaign.

Leading Digital Advertising Tactics

Leverage AccuData's expertise in the ever-evolving digital advertising space and benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. AccuData's in-house experts provide end-to-end management of highly targeted digital advertising, social media advertising, and multichannel marketing campaigns.

📶 Addressable GeoFence

Serve engaging digital display ads to consumers' mobile and desktop devices based on their physical address. Addressable GeoFence campaigns are ideal complements to direct mail initiatives as they are proven to increase overall conversion. Multiple targeting options are available, including existing postal lists or prospect lists obtained from AccuData.

🌐 NextGen Behavioral Targeting

Connect with prospective car buyers at the precise moment they are looking to buy. With a list of keywords, AccuData can reach the people actively searching for a new or used vehicle. By serving ads during a consumer's decision-making journey, you'll reach the right audience at the right time, without wasted ad impressions.

📍 Mobile GeoFence/Follow

Target consumers present at a specified location, for example, a competitive dealership, in real time. Consumers browsing the internet or initiating an app session where mobile ad placements are supported will receive your highly relevant display ads on their mobile devices. Continue the conversation after they leave with GeoFollow; where consumers' mobile devices can be targeted for up to 30 additional days.

🏢 Venue Replay

Reach current and prospective customers that attended an event or a competing location from up to 6 months ago with Venue Replay, a technology that inventories device IDs present at specific locations. Once a device ID is identified for a campaign, ad placement begins and can be extended to other connected devices in the consumer's household for additional impressions.

Connected TV Advertising

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services. AccuData's Connected TV digital advertising service displays your video ad in an effective and impactful way. With a non-skippable content format, advertisers can engage with an audience committed to the content they are consuming.

Site Retargeting

Integrate Site Retargeting in your marketing strategy to keep your message in front of those who have recently visited your website. Site Retargeting encourages conversion by serving relevant ads to website visitors across their online journey. When the visitor leaves your website and continues to browse other sites online, the pixel follows their journey, targeting them with your display ads.

Web Visitor Intel

Turn your website into a lead generation tool enabling you to identify real-time, in-market prospects for your dealership. With the application of custom script coding on your website, the data collection begins. Our proprietary matching process takes once anonymous visitors and turns them into robust multichannel prospects.

Paid Social Media Advertising

Enhance your campaign conversions as you showcase your brand on the nation's leading social media platforms, Facebook and Instagram. Ads placed in Newsfeeds are able to capture a viewer's attention quickly to produce strong results and gain more exposure from your digital marketing efforts.

Extensive Audience Targeting Capabilities

Reach your ideal audience with maximum exposure and precise targeting. Using our matching methodology, AccuData leverages comprehensive data assets to create a truer match to your desired audience. Allow our expert team to craft your target audience using the following data or attributes that include:

- Conquest targets
- Loyal customers
- Lookalike audiences
- Specific locations
- Consumer demographics, behaviors, lifestyles, and preferences
- Connections

Campaign Performance Optimization and Detailed Metrics

From concept to post-campaign recommendations and reporting, each step of your social media campaign will be executed with precision. Throughout, engagement metrics are closely monitored so that your valuable budget is maximized. You will visualize the success of your campaign with reporting that highlights insights, metrics, and tools provided by Facebook along with the detailed observations from our team.

Automotive Case Study: Digital Ads Drive the Highest Sales Volume in Company History

9,803
Trackable
Dealership Visits

2,604
Callers Directly
from PPC Ads

More than **400**
Directions from
the WAZE App

The Challenge

A regional car dealership providing new and used car sales along with service, parts, and collision repair hadn't seen success with manufacturer-based marketing programs. The dealership's Sales and Marketing Managers knew that digital marketing was the key to driving traffic to the lot but antiquated co-op marketing and the complex process of managing multiple vendor partners created significant barriers to their progress.

The Solution

AccuData provided insight into a digital marketing strategy that leveraged relevant consumer behaviors, including auto-focused mobile app usage and keyword searches, as well as targeting competitive locations. A comprehensive six-month campaign was deployed utilizing a variety of mobile advertising technologies and paid social media marketing.

In support of the campaign's tracking and attribution requirements, Conversion Zone reporting was established. With a Conversion Zone in place, the dealership would know which of their lot visitors had seen their digital ads.

The Results

Immediate success was evident; the dealership experienced their highest sales volume in company history during the campaign's first active month. By the campaign's end, nearly 30,000 consumers had clicked the dealership's WAZE ad and 400 more clicked "Directions" directly to the dealership from the app.

AccuData's Conversion Zone tracking captured nearly 10,000 people that had seen the dealership's ad and visited the lot as a result. Overall, the campaign received a .35% click-through-rate, which is 483% higher than the industry benchmark.

Enhance Audience Targeting with Consumer and Automotive Data Solutions

Even as digital usage among prospective car buyers continues to climb, direct mail retains its place as a trusted and reliable method to deliver valuable content, while building brand awareness. In addition to offering four of the nation's leading consumer compiled files for your direct mail needs, AccuData has an extensive collection of automotive-related data that is fully compliant with the Drivers' Privacy Protection Act (DPPA) and Shelby Amendment.

✉ Saturation Mailings

Target prospective buyers based on where they live in proximity to your dealership. Saturation mailings are also ideal for announcing special events, new location openings, and service offers.

🏠 New Mover/New Homeowner

Reach individuals that have recently purchased a home or moved into your area and are actively looking to establish new relationships with local providers. Studies show that within the first few months of a move, 15% of these consumers purchase a new vehicle.

👤 Life Events/Life Stages

Identify consumers that have had a recent life event or life stage change that may influence their decision to purchase a new vehicle including individuals that are newly married, welcomed the addition of a child, or have a teen driver in the household.

$ Modeled Credit Data

Utilize modeled credit data to help you determine which prospects are more likely to apply and be approved for credit-related offers. Please note that modeled credit data cannot be used for firm offers of credit.

🚗 Automotive Data

Use AccuData's automotive database to target more than 180 million VIN numbers. Each record is 100% populated with vehicle year, make, and model.

Available data attributes for postal and email marketing campaigns include:

- First Seen on File Date
- Fuel Type
- MSRP
- Number of Vehicles
- Vehicle Class/Vehicle Style
- Vehicle Purchase Date/Type

In addition, AccuData has the ability to help you identify vehicle propensities and in-market buyers for your future campaigns.

Add Additional Value with Black Book® and Kelly Blue Book®
Enhance your customer and conquest lists with record-level data from two trusted sources of vehicle pricing information and valuation guides, Black Book and Kelley Blue Book. Both offer condition-based values for retail sales and trade-in values that can be applied to your dealership's data or to prospect lists acquired through AccuData.

Additional Services
for Automotive Marketers

♟ Data Enhancement

Create more effective, more efficient loyalty retention and brand awareness campaigns by eliminating the gaps in your customer database.

</> Creative Design

Your creative is designed with performance in mind and is optimized for mobile, tablet, and desktop devices. No matter the focus, your brand and message will always look their best.

✎ Copywriting

Benefit from compelling direct response copy that reflects your tone and style with subject matter crafted to speak specifically to your target audience.

↔ Conversion Tracking

Determine the number of consumers that took an action related to your digital advertising initiatives. Ask if Conversion Tracking is available for your next campaign!

💡 Analytics & Insight

Recommendations we offer and tactics we implement are informed by data. As an extension of your team, we'll uncover insights that will empower you to make insightful, intelligent marketing decisions.

AccuData
INTEGRATED MARKETING