

Case Study: Automotive

Objective:

A leading Northwest high-end auto franchise wanted to drive traffic to their site to increase online leads.

Solution:

The retailer's media agency suggested using a custom targeting solution from AudienceScience. To help achieve the franchise objectives AudienceScience created a customized multi-layer targeting offering that included Geo-targeting, Site Re-targeting, and Auto Behavioral Targeting.

Results:

AudienceScience delivered banner ads to prospects who previously visited the Web site and then surfed to another site on the AudienceScience Marketplace™. Users were 20 times more likely to click on the targeted ads. In fact, during the first month of the campaign the retailer had over 29 million impressions with 8,546 clicks on their ads, sending visitors to the automotive site. In addition, the first month of the campaign ended with a 60 percent increase in unique users over the previous month.

Results

- Users 20x more likely to click through
- 60% increase in uniques
- 54% increase in site visits
- 73% increase in page views
- 98% increase in Web driven phone calls
- 29% increase in e-mail leads

Although the original campaign goal was to increase Web traffic and online leads the advertiser experienced an astounding increase in offline leads as well. The auto retailer received an impressive 29 percent growth in e-mail leads and phone leads increased by 98 percent in just the first month of the campaign, giving the company its biggest month ever for lead generation. As the campaign progressed those numbers continued to strengthen, breaking the retailer's highest daily and monthly records. In addition, the first month of the campaign showed an increase in Web activity overall including page views, total visits, and total visitors. Not only did the total number of visits increase by 54 percent, total page views also climbed by 73 percent.

"AudienceScience provided the targeting solutions we needed to enable us to produce a highly effective campaign for our client. The campaign surpassed our expectations, providing the client with more overall leads than we ever anticipated."

Jon Njos, Media Director/Partner, Stanton & Everybody

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

www.AudienceScience.com

