

RV Dealerships

Market Research & Case Studies

Audience Research: RV Shoppers

- **Millennials (25-40)** and **Gen X (40-55)** are key buyers, seeking adventure, flexibility, and comfort for travel or family vacations.

- **Baby Boomers (55+)** are purchasing RVs for retirement travel and long vacations.

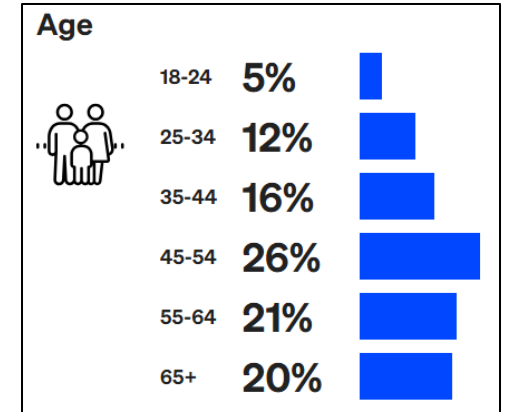
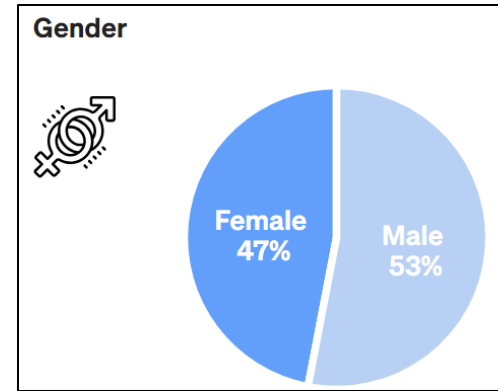
- **Digital nomads** and **remote workers** are attracted to RVs for mobile offices and "work-from-anywhere" lifestyles.

- **Eco-conscious consumers** are interested in sustainable, electric, or energy-efficient RV models.

- RV buyers are **research-driven**, using online reviews, social media, and virtual tools to explore options.

- **Middle to upper-middle class** buyers dominate, with a growing market for luxury RVs and more affordable options.

Audience composition for RV Shoppers



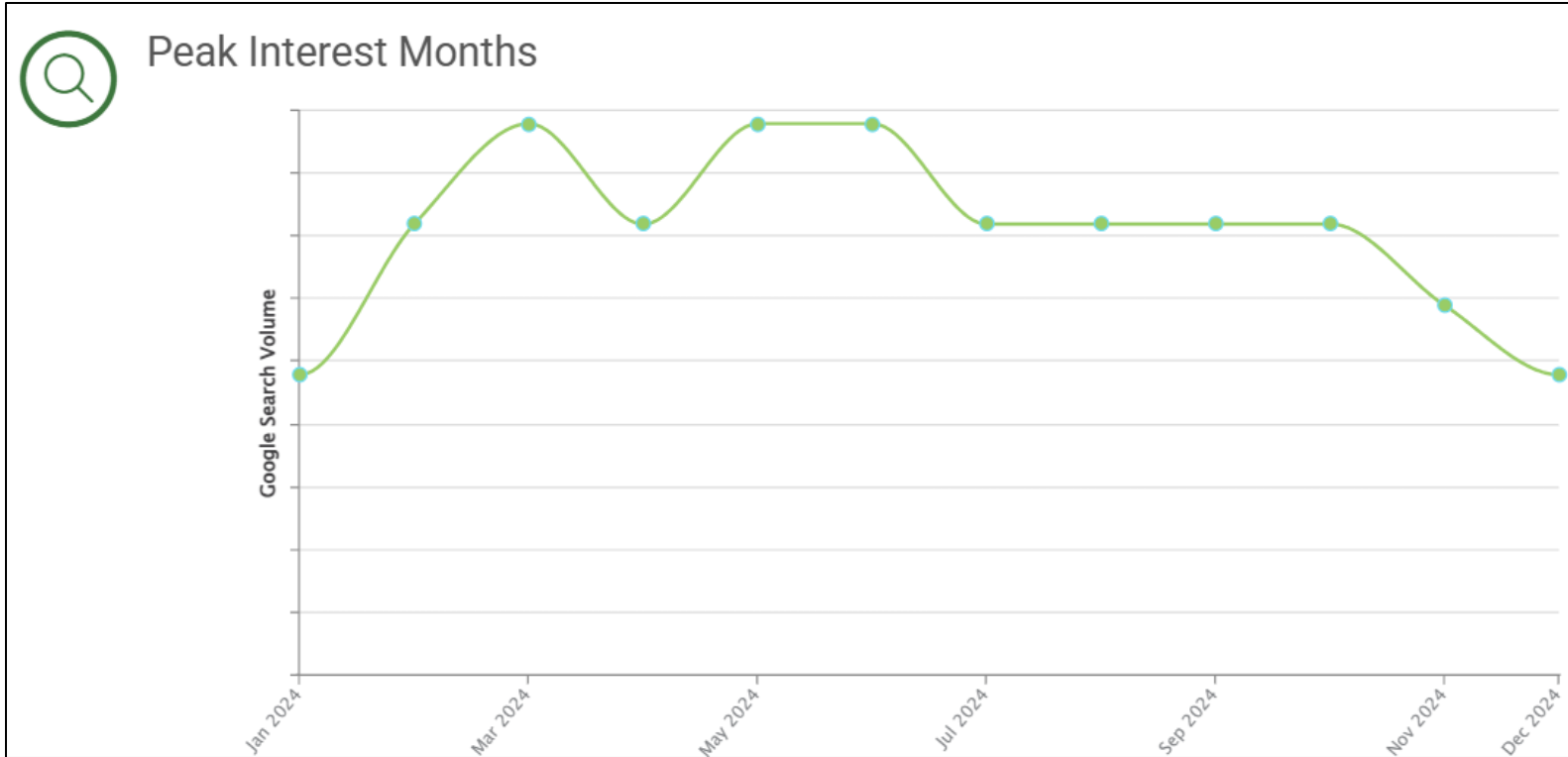
Online Behaviors

Audience	Index
1 Outdoor Equipment	9.84x
2 High End Vacuum Researchers	9.59x
3 Commercial Vehicles Shoppers	9.27x
4 Las Vegas Hotel Researchers	8.89x
5 Airstream Enthusiasts	7.31x

Websites

Audience	Index
1 rvt.com	15.63x
2 rvinsider.com	15.37x
3 thervgeeks.com	11.63x
4 rvlife.com	9.88x
5 camperreport.com	9.70x



Google Search Volume for RVs



• Source- AdMall

Devices Visits to Canopy Country vs Clickit RV

January 1st – December 31st 2024

Metric Name	 Canopy Country RV Center 2904 Main St, Union Gap, WA 98903	 Clickit RV Union Gap 1180 Market St, Union Gap, WA 98903
Visits	11.4K	12.1K
Visits / sq ft	1.2	0.69
Size - sq ft	9.5K	17.5K
Visitors	4.8K	6.3K
Visit Frequency	2.35	1.92
Visits YoY	+1.7%	+10.7%
Visits Yo2Y	-13.6%	N/A

- In 2024, PlacerAI tracked more visits into Clickit RV (Union Gap location) compared to Canopy Country.
- Visits YoY increased 1.7% for Canopy Country, compared to +10.7% for Clickit RV.

SUCCESS STORY

RV Dealership in New Jersey

01

GOALS

Increase RV sales (increase customers into dealership)

02

OUR SOLUTION

SEM, Geo-Fencing with Foot Traffic

03

KPI

Foot Traffic Visits & Phone Calls

04 RESULTS

- ✓ Search campaign performing almost double the industry average at a 7.66% CTR
- ✓ Search campaign delivered over 10K leads to the advertiser's website
- ✓ The Geo-Fencing tactic tracked 88 customers who were targeted with ads and walked onto the RV dealership.
- ✓ The company's business went up 30%, while the industry was down slightly YOY

SUCCESS STORY

RV Dealership in New Mexico

01 GOALS

Increase sales of certain brands of RVs, Travel-Trailers, and Toy Haulers

02 OUR SOLUTION

Conquest consumers on competitors lots using geo-fencing and a strong compelling message

03 KPI

Consumer inquiries on competitive pricing, foot-traffic onto dealership lots, and sales of particular brands

04 RESULTS

- ✓ Through Display Ads we sent over 4,000 visitors to the company's website
- ✓ We drove 310 people who were on competitors lots to one of the company's locations (foot-traffic attribution)
- ✓ There was a 92% increase in consumers on the company's lots
- ✓ Reached Goal - Sales of the specific brands increased YOY

SUCCESS STORY

RV Dealership in Washington

01

GOALS

Increase sales of new RVs, increase service customers, and increase new customers.

02

OUR SOLUTION

Use compelling video ads across streaming TV and YouTube to attract new customers, geo-fencing to compete with other dealerships, and SEM to increase phone calls and conversions.

03

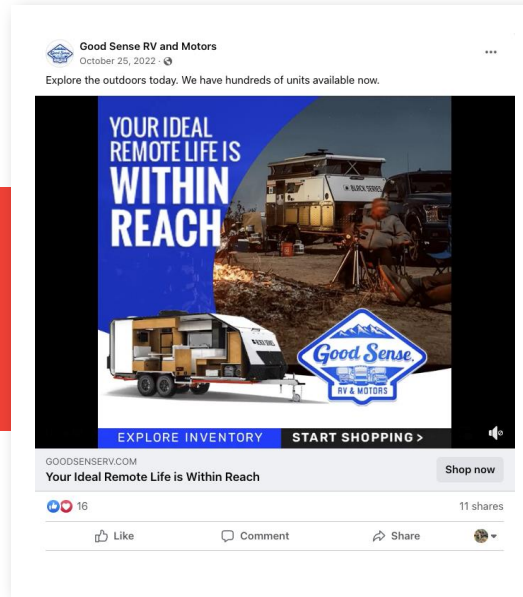
KPI

Foot Traffic visits into dealership lot from those who were targeted with ads, phone calls, contact us form fills.

04 RESULTS

- ✓ Tracked 43 people who visited the dealership lot after being targeted with ads (April-August).
- ✓ 587 calls were tracked from SEM (GoogleAds) from people searching for new RVs or RV servicing.
- ✓ 76 leads were driven from those targeted with ads and filled out the lead form on website.
- ✓ 41 service request forms were filled out from those targeted with the RV service ads.

HOW TO REACH: RV/CAMPERS



WINNING CREATIVE

Consider the top factors people consider most when choosing an RV

- Kitchen and Bathroom layouts
- Price
- Quality of work/customer service

Consider adding a second campaign targeting specifically for people who seeking RV services.

CAPABILITIES OVERVIEW

CROSS-PLATFORM



Targeted Display, Video, and Native

Uses 1st and/or third-party data to target consumers based on audience, content, keyword targeting, retargeting, website, and CRM Matching.



Addressable: Display, Video, STV

Targets the devices of consumers at specific households or businesses with based on a list of addresses provided or curated based on demographic, psychographic and location.



Email Marketing

Delivers messaging directly to inboxes of viable prospects with available match-back reporting.



Spark

Leverage the power of today's technology and Artificial Intelligence to drive conversions across a range of advertising channels.



Search Engine Marketing

Delivers ads next to relevant search results for the greatest opportunity to measure conversions.



Radio

Deliver your message, at frequency to our loyal radio station listening audience that pairs best with your ideal consumer.

MOBILE



Geofencing

Targets mobile users based on their current location or locations previously visited (up to 365 days in the past).



Geofencing + Foot Traffic

Delivers ads to mobile users based on location, recency and tracks foot traffic to your business.



Streaming Audio

Delivers audio messaging through some of the world's largest streaming platforms.

SOCIAL



Facebook and Instagram

Amplify image or video messaging to targeted users on two of the most popular social media platforms.



TikTok

Provides unique engagement solutions and immersive formats to creatively and authentically connect with audiences.



YouTube

TrueView and other YouTube advertising formats and placements available.

AND MORE...



STREAMING TV



Audience Targeted

Deliver targeted ads to specific audiences based on behavior and demographics across streaming platforms.



Channel

Reach viewers through curated channels, ensuring your ads align with content that resonates with your audience.



Addressable

Target specific households with personalized ads across streaming services for precise engagement.



Premium Subscription Services: YouTube TV, Hulu, & More

Access high-quality ad placements on premium streaming platforms like YouTube TV and Hulu, reaching engaged subscribers.



Live Sports

Capture the attention of passionate sports fans with ads during live streaming sports events on major platforms.

LOCAL BRANDS



Sponsored Social Mentions

Boost your brand's visibility and credibility by having it promoted by one of the most trusted resources in the community—our station brands with paid Facebook and Instagram posts.



Station App Sponsorship & Experiences

Have a dominant presence with local consumers who come to the radio station via our mobile app to listen to the station, read content or participate in contesting.



Content Marketing

Couple your brand with content on our station's sites. Our content is professionally curated and enjoyed by thousands of local consumers daily.



Major Contests & Promotions

Be playful with local consumers by aligning your brand and messaging with the fun contesting and promotions we run in your local market.



High-Impact Ad Units

Delivers your brands to consumers on our radio stations sites in a large way. Your messaging cannot be missed.