

CASE STUDY

MULTI LOCATION AUTO DEALER

INCREASED CAR SALES

GENERATED **1,077 SALES** FROM THE EMAIL OPENERS

PROVEN STRATEGY

8.4% OF ALL CAR SALES WERE MATCHED TO EMAIL OPENERS

RETURN ON INVESTMENT

SAW A **10X RETURN** ON INVESTMENT OF AD SPEND

THE CHALLENGE

This local multi location car dealership was growing and needed to increase their brand awareness in their new geography.

Additionally, they wanted to take impression share from their competitors in their existing footprint.

OUR SOLUTION

Add full funnel tactics to compliment their current SEM + Social campaign which includes:

- **1:1 Marketing:** Email Marketing and AGF Display to the email Openers
- Display: AAT, Contextual, HLM+ and RT
- Video: AAT Preroll

THE RESULTS

- **FLIGHT: November – December**
 - Display: .24% CTR (avg .10%)
 - Preroll: 1.47% CTR (avg .44%)
 - Email: 16.01% Open Rate (avg 10%) and 2.77% CTR (avg 1%)
 - AGF Display: 0.19% CTR (avg 0.12%)
- Generated 1,077 car sales
- Produced a 10X ROAS

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CASE STUDY



AUTOMOTIVE CASE STUDY

Challenge

Junge was looking to build awareness around its available auto inventory and ultimately drive foot traffic to its dealerships.

Approach

Townsquare Ignite developed a digital strategy that leveraged a mix of display, video, social and SEM to reach the target audience and achieve Junge's goals:

- **Amplified reach** with display media targeted to potential customers based on interest, content and context.
- **Broadcasted pre-roll** video across the internet and YouTube to consumers in the market for a car.
- **Utilized dynamic ad units** to feature relevant and available inventory based on the viewer's content consumption habits.
- **Targeted ads to mobile users** who set foot in competitor dealerships.
- **Delivered Facebook ads to auto intenders** to increase social presence.
- **Positioned Junge at top of mind** among consumers performing related searches with SEM.

THE ROAS = \$3.25 FOR EVERY \$1 INVESTED ON SEM

Since the launch of this campaign, Junge's leads have more than doubled.

2x

Targeted mobile ads have driven over **400** visitors to the Junge auto dealership in a **3-month** timespan.

>400
3 MONTHS

The programmatic display portion of the campaign received a **.22%** CTR.

.22%
CTR

“Townsquare's digital advertising professionals take the time to listen to our challenges and brainstorm together to come up with media strategies. That is a huge difference from past media companies we've worked with. Townsquare really takes our advertising to the next level.”
— Ryan Faul, General Sales Manager

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1-1 CASE STUDY



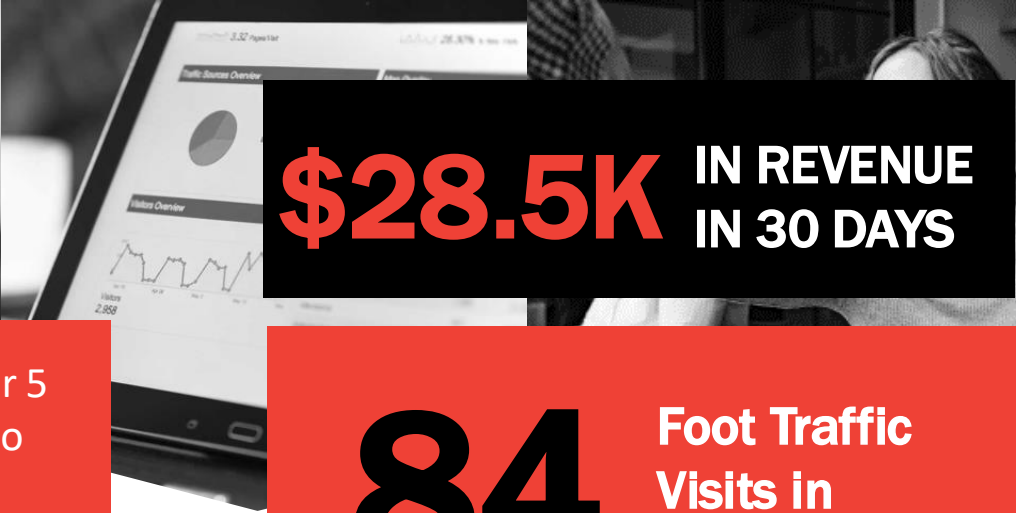
“ Townsquare has been a partner of ours for over 5 years. Townsquare is top-shelf when it comes to digital, and we value their knowledge and expertise, which play a major role in our clients success. ”
- Jared, Marketing Director, Turnkey

CHALLENGE

- One of our automotive service shops needed to increase car count for service appointments

OUTCOME

- Townsquare developed a 1-to-1 digital strategy that leveraged a mix of email marketing to *new* potential customers, OTT, and geo-fencing. It's a proven strategy that measures **revenue generated**, **foot traffic** and **total customers** attributed to the campaign.



\$28.5K IN REVENUE
IN 30 DAYS

84 Foot Traffic
Visits in
30 days

37 New Customer
Appointments
in 30 days

12% Increase in
average
ticket sale

1 Month Campaign Summary :

- ✓ 815% Return on Ad Spend (8x ROAS)
- ✓ 84 Foot Traffic Visits Captured
- ✓ 37 New Customers From Campaign
- ✓ 18% Email Open Rate; 13% Click Rate

SUCCESS STORY

Ford Dealership

01

OUR SOLUTIONS

Programmatic Audio
Geo-fencing w/ Foot Traffic
Email Marketing

02

GOALS

Drive foot traffic; Sell Cars

03

KPI

Foot Traffic Conversions
Email match backs

04 RESULTS

- ✓ The dealer will sell anywhere from 100 -135 cars per month; This campaign averages **16 -25%** of total sales matched back to email each month.
- ✓ Ford requires this advertiser to maintain a \$350 per car limit on marketing for digital solutions. This campaign maintains **\$176 - \$333** per car matched back.
- ✓ The campaign can attribute on average **45 – 100**, foot traffic visits per month

SUCCESS STORY

Used Car Dealership

01

OUR SOLUTION

Full Mix including Radio, SEM, Social, Dynamic display, OTT, Programmatic Audio, Email/direct mail

02

GOALS

Buy and Sell as many pre-owned cars/trucks as possible

03

KPI

in-store traffic

04 RESULTS

- ✓ SEM & Display Campaigns drove 7,500+ Physical visits to their location matched back to campaign
- ✓ We have exceeded benchmarks on all tactics. We track a cost per viewed content (viewing the inventory) and our CPVC is \$3 on average
- ✓ TOP 5 USED CAR DEALER IN STATE. The month prior to launching this campaign they were 10th!