



SmartTarget | Conquest Increases Auto Sales by 300%

Situation

A Minneapolis Dealership group sought to grow sales to customers that would not only purchase a vehicle, but also be likely to service that vehicle, with the dealer in the future. Dealers in the Auto Industry categorize these customers as “HLV” (High Lifetime Value) sales. In addition, Semcasting was challenged to prove the incremental effectiveness of HLV advertising by tying campaign performance directly to vehicle sales that occurred in households that had never transacted with the dealership in the past.

Solution

Semcasting met the challenge by implementing their SmartTarget Conquest Platform which is specifically designed to help dealers identify prospective HLV customers. SmartTarget Conquest is the only dealer marketing solution designed to address the unique nuances of each dealership in the generation of new HLV sales prospects.

- Having access to the dealer’s transactional data, a custom model was built based on the dealer’s existing HLV customer base. In this custom predictive model, Semcasting qualified and scored households based on current vehicle and service information, as well as distance to the dealership, affluence, and lifestyle. The highest resulting scores met HLV criteria.
- High-scoring households with a previous transaction were suppressed, leaving only high-scoring households who had no transaction history with the dealer.
- Semcasting ran an online advertising campaign to these incremental HLV households and measured the results against a control group of households that met the HLV criteria but received no display advertising.

AUDIENCE SIZE



Audience – Households

42,039
Control

15,233
Campaign

HLV - HIGH LIFETIME VALUE

Customers who are repeat buyers at your dealership as well as consistent users of the service department.

Results

+303%
conversion rate



Conversion – Cars/Households
1/1401 **1/461**
Control Campaign

17%
higher profit per sale



Average Profit Per Sale
\$2,050 **\$2,400**
Control Campaign



Profit Generated
\$61.7k **\$78.6k**
Control Campaign



Car Sales
30 **33**
Control Campaign

The SmartTarget Conquest solution, built on Semcasting's patented IP targeting solution, was able to reach to all of the associated devices of the HLV audience at an average frequency of 3 impressions per day, per household, for a 60-day period. At the end of the campaign, Semcasting evaluated the resulting car sales from both the campaign and control audience.

To learn how SmartTarget | Conquest can grow sales to HLV customers, call **(978) 684-7580** or email **info@semcasting.com**.

About Semcasting

Semcasting is the next generation in Data Management Platforms providing actionable intelligence for marketing services, CRM enhancement, and manufacturing logistics on any Internet-enabled device. Our Semcasting Smart Zones® platform maps the demographic attributes of real consumers and businesses to their online Internet delivery points in order to automate the creation of highly qualified and verified audiences. We match customers, prospects and Internet traffic to the locations and devices they prefer, enabling analytics and advertising to be targeted with nearly 100 percent reach and unrivaled accuracy.

Semcasting

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