

## Case Study | Auto Dealership

### Client Background:

Client is an automotive dealership which owns multiple dealerships in Florida for two automotive brands. The dealership's current marketing is spent across:

- Targeted E-mails and mail-pieces to retain and cross-selling to prior customers
- Digital campaigns through Google and Facebook to acquire new customers
- Local TV and Radio ads to acquire new customers

### Problem:

Each dealership's website has an average of 10k visits per month. About 40% of traffic are new visitors each month according to Google Analytics. However, each website has an average 70% bounce rate. Only 30% share their contact info on the site, call, or send an inquiry.

### Solution:

Datazapp's IP Pixel was installed on each dealership's website to identify a portion of the anonymous site visitors. The IP Pixel intelligently ignored non-human web traffic and matched an Email, Name, Mailing Address, and Phone Number to 8.5% of visitors.

The dealership's marketing teams used the contact info added by the IP Pixel to execute targeted special offers through E-mail and created custom advertising audiences on Facebook. They also matched their site visitors' names and mailing addresses against their past and present customer records to measure customer retention, and mailed special offers to boost brand loyalty.

### Results & Metrics:

After 2 months implementing the IP Pixel. The dealerships saw measurable increases in leads from the website, in-person store visits, and vehicle sales while bringing down advertising costs per unit sold by 7%.



**28**

WEB LEADS



**3,200**

SOCIAL MEDIA  
IMPRESSIONS



**42**

PHONE CALLS



**42**

CAR SALES