

DATA- DRIVEN STRATEGY

Auto dealer reaches new leads across digital platforms.



Goal

A West Coast auto dealer with multiple locations was looking to increase their lead gen efforts online. They knew their future prospects were on social media, but the dealer was an expert in cars, not media buying. They needed support to activate a newer marketing channel. They also had valuable historical data, but not means to apply it for campaign success.

EXPERT TIP

Looking at your current customers helps predict your future best prospects

Solution

Popsycle got to work. First taking in the dealers CRM data, and then analyzing it to uncover the traits that would lead to the dealer's next best prospects. The focus was really who would be in market immediately - within 30 days. Popsycle created a lookalike audience to target these ideal prospects online.



Cost per
Car Sold



Close Rate



Incremental
Cars Sold



Results

Once the audience was loaded to Facebook, Popsycle was free to use multiple properties like Facebook Messenger and Instagram to reach this audience. Popsycle also created a custom radius around each location to ensure that even if someone was in market, they were close enough for it to matter to this dealer.

Cost-cutting and optimization techniques like this helped the dealer see a steady flow of new customers, while maintaining a solid ROI.



DROP US A LINE

Ready to partner?

Want to experience success like this? Let's connect and discuss the challenges your business is facing, and strategize the best path to a big win.