

Case Study >

At a Glance...

Client Profile

Regional automotive marketing company servicing dealers.

Challenge

Expand marketing product offering with prescreen acquisition programs. Need to have scalable solution to support diverse customer base.

Solution and Results

Develop product to support automotive universe of pre-screened consumers for finance offerings.

New product was a winner for the company creating new products for their portfolio of solutions.

Tranzact Information Services improves automotive prospect response rates and decreases the cost per acquisition for dealers

Challenge

The client is a leading regional automotive marketing company offering integrated solutions to auto dealerships. They have traditionally focused on parts and service marketing and have achieved great success in this area.

With 90% of their business derived from parts and service support programs, the client has been attempting to diversify its capabilities and move into acquisition marketing. The client asked for Tranzact Information Services' expertise and services to achieve the following:

1. Drive the market for parts and service through increased new vehicle sales
2. Reduce their reliance on parts and services marketing for revenue and growth
3. Significantly increase their volume of sales-based offerings
4. Deepen relationships with dealerships clients

Solution

Working with Tranzact Information Services, the client identified a set of geographic areas that correspond to their auto dealerships. This basic list was segmented using credit and vehicle propensity data from Tranzact Information Services' automotive solutions to identify those prospects who:

1. Are pre-approved for financing
2. Are likely to be "in-the-market" for a vehicle purchase
3. Are consistent with the manufacturer's known purchaser profile

Previously, the client had only targeted past vehicle purchasers from their in-house customer database. By taking advantage of Tranzact Information Services' advanced targeting capabilities they were able to locate fresh prospects who are new customers to the manufacturer.

Results

The strategy was a huge success. The campaign generated a 1.33% response rate and yielded a 27.77% close rate. The end result of the campaign was well over one thousand incremental vehicles sold across the participating dealerships.

In addition to the outbound campaign strategy, Tranzact Information Services is worked closely with the client to evaluate the results and refine the focus of the target market to optimize campaign performance. Tranzact Information Services' analytical staff profiled the promotion history data to draw inferences from the differences of respondents and non-respondents.