

MAJOR AUTOMOTIVE BRAND USES V12 SIGNALS™ TO TRIPLE THEIR RESPONSE RATE

CHALLENGE

With U.S. auto sales steadily declining, a large automotive brand turned to V12 Data to help boost their customer acquisition and retention efforts. The client was using traditional auto lead data but sales conversions remained low. The client was seeking to use mobile location-technology as an alternate way to generate sales.

SOLUTION

The client leveraged V12 Signals™, a proprietary mobile location solution that identifies in market shoppers at physical locations via their mobile devices. The client used the program to track vehicle shoppers at their dealer lots as well as at competitor locations. They were provided with daily consumer audiences who visited a dealer's lot within the previous 24 – 48 hours.

Each lead included name and address and was often enhanced with additional demographic, vehicle, and contact data. The client then implemented an omnichannel approach to market to these shoppers.

RESULT

Of V12 Signals™ automotive shoppers identified within a 120-day time frame, our client saw more than triple the response rate compared to other leading acquisition programs they had previously used.



3X
RESPONSE
RATE