

Device ID brings 5x return on investments for Auto Dealership



INDUSTRY
Autos & Vehicles

PRODUCT
Vehicle Sales & Service
Appointments

ADVERTISING SOLUTION
Device ID CRM Matchback

CAMPAIGN LENGTH
Eight Months

Objective

The client aimed to increase the number of new vehicle sales and service appointments booked.

Challenge

In a saturated market, this advertiser wanted to stand out and reach auto buyers in the local market.

Solution

Our recommendation included utilising Device ID to reach potential auto buyers.

Results

Once the dealership shared their sales from their CRM, we created a Matchback report for December resulting in 28 sales and 152 service appointments matched to our Device ID pool! With a \$3,500/monthly budget, this was an estimated 5x return-on-investment (ROI).

Key Findings

Matching Device ID results with a client's CRM data can provide key quantifiable results.