Connecting With The Automotive Audiences Who Convert

AcquireWeb

If approached strategically, Email can provide a significant lift in sales as well as the cross-channel linkage that allows you to connect with your ideal audiences whenever and wherever they're most engaged.

Chances are probably good that you've executed some level of email marketing and possibly even dedicated a good chunk of time and investment in the channel today. It's not uncommon for us to see clients continually battling the same issues as it relates to email marketing.

- Should I just be focused on the email channel for connecting with my CRM?
- What compliance issues do I need to be concerned with?
- Is email effective anymore and if it is, is it enough?
- How do I grow my CRM by targeting prospects through email and is that an effective strategy?

All great questions and only a small sample of the ones we hear on a regular basis. As a technology company who started solely in the email space, we're here to tell you that the channel is not only relevant, but critical to the most effective multi-channel digital strategies. Multi-channel strategies for connecting with CRM but also identifying and engaging with the Customer Prospect universe as well. Having a database of over 315MM emails tied to a physical address, allows our technology to connect the dots and help brands truly understand every aspect of their ideal customers and prospects. Ensuring the right audiences are segmented to target is the first and most important step. Following that, email helps create the connections with these audiences across the array of digital channels, building the bridge that allows you to engage.

This automotive case study below illustrates the power of what the email channel can provide. Through identifying the right audiences, developing the right execution strategy, and building in the appropriate tracking/measurement processes, email can provide a significant lift to your brands objectives.

Case Study:

AcquireWeb was approached about collaborating on a marketing solution in the Auto Dealership vertical. The result was a multi-touch marketing solution to reach a defined audience of potentially "in-market" individuals using the email channel. AcquireWeb was brought in to test this concept across 225 car dealers who represented the following manufacturers:

- Chrysler
- Fiat
- Ford
- GM
- Honda
- Hyundai
- Kia

- Lexus
- Mazda
- Mitsubishi
- Nissan
- Toyota
- VW

Audience Resolve

Audience profiles were built factoring in a number of key consumer attribute data points including service and warranty histories, HHI, purchase behaviors, age/family, geographic radius around dealer locations, credit score, as well as additional demographic/psychographic variables. Below are sample insights that helped determine the audience segments targeted for this email campaign:

Auto Sales & Service/Warranty Spending
- Spending influenced by the age and number of vehicles owned.
  Geographic variations analyzing spending for both auto sales as well as service/warranty.
- Sales peaks analyzed across various household income brackets.
- Sales variations based on purchasers age and family attributes (kids in household vs no kids in household by age)
- Home value analysis against those more likely to purchase auto and spend for service/warranty based on geographic variables.
- Sales variation by education.
- Spend against marries vs unmarried prospects.
- Spend analysis of those in the armed forces as compared to other professions.
- Specific auto manufacturer analysis against all consumer attributes tracked during study

Campaign Execution & Results

Emails were sent out at a frequency of two per month or an average of every two weeks' times to the same recipient over the campaign dates.

Campaign Results: 6-Month Timeline

Total Dealer Spend
$2.3M

Average Spend PER Dealer
$10,200

Total Dealer Revenue
+$82M

Average Revenue per Dealer
$346,000

Average Dealer ROI PER Dollar Spent
$33.82

General Population Outcomes

What we've found with clients who have participated in this program, is that a marketer's sweet spot exists in an area defined by the specific auto ownership, income, age of the vehicle and radius to the store. More often than not the average dealer needs to be encouraged to increase the target group size to achieve optimal sales results.

While on average all dealers saw a positive return on investment an optimal spend returned an average 50% better ROI than dealers that chose not to optimize spend. We also saw that dealers that over spend quickly destroy any ROI value compared to either the optimized dealers or their more conservative colleagues.

Summary

We recognize that non-email marketing executions were active during this campaign period across all regions. Many, if not most, delivered messaging in a mass capacity focused on specific geographies and a broader demographic base.

While this study clearly shows a significant ROI for the email channel when the appropriate audiences were defined, it's our belief that no single channel should be considered a "silver bullet". The most effective campaigns utilize a multi-channel, multi-device strategy as consumers (including current customers and prospective audiences), engage in a variety of ways and at different times. A frequency-driven strategy using an appropriate mix of channels provides marketers with the best opportunity

to drive conversion. If approached correctly, the email channel can provide a targeted one-to-one engagement against the right audiences with tracking capabilities beyond other channels available.

This case study showcases how effective Email can be with a small % of the total population targeted. This analysis combined with the projected ROI through a scaled effort (provided in the "Scalability Projections" section), illustrates how effective and efficient a strategic email campaign can be. By layering in the other critical channels these same audiences engage with across social and display platforms, you'll be able to set up a multi-touch strategy that could significantly increase the rate of conversion and overall net revenue.

About AcquireWeb

As the Anonymous CRM company, AcquireWeb leverages graph technology into effective, scalable, transparent and compliant cross-channel activation, allowing marketers to deterministically engage only the intent-based audiences that matter to their brands. AcquireWeb will identify the Anonymous CRM customers and enable you to activate your messages to these audiences across email, social and display channels.