



PREMIER PARTNER  URBAN SCIENCE

# CASE STUDY

 **iHeart**MEDIA

# MEASURING MARKETING by SALES

When the usual KPIs don't tell the full story.



## Measuring Marketing by Sales.

When the usual KPIs don't tell the full story.

### CDJR CLIENT CASE STUDY

As auto marketers, we're always keeping a close eye on indicators like CTR and CPC, giving each other high fives when they look good and mildly panicking when they don't. But what about when they fall short of showing what is *really* happening or even flat out contradict it? That's why marrying marketing analytics and optimization with near real-time sales data is so important. In our book, strategies that generate sales and increase market share will always win over impressive KPIs, and that is exactly what happened recently with one of our clients.

#### The Business Situation

Our client has a successful CDJR dealership in a densely populated urban market where CDJR sales frequently exceed 1,000 units per month. In their PMA, they had been the sales leader for most of their nameplates, but one competitor in particular was growing substantial market share through heavy digital marketing. Our client challenged us to find a way to blunt this competitor's gains and take back share in the areas where they were losing too many sales to them, particularly in Dodge and Jeep.

#### The Solution

Because we receive daily RDR sales information for 95%\* of dealerships in the country through our partnership with Urban Science, we were able to isolate the exact areas where our client should be blunting their competitor for specific nameplates immediately. We factored in competitive sales, comparative market share, distance, inventory and pricing and developed an aggressive paid search and display strategy with high-quality creative weighted by the nameplates with the most current lost opportunity in those battleground geos. We also collaborated with the dealer's agency on traditional marketing solutions for those areas.

*\*We receive RDR data for 99.7% of the auto industry; 95% is reported daily and the remaining 4.7% is reported monthly. The 0.3% we do not receive belongs to ultra high-end makes such as Rolls Royce, Bentley, Aston Martin, Ferrari, and so on. We currently do not include Ford data in our dashboard—authorization is pending from the OEM.*



## The Results

Here's what we alluded to before: our shift in strategy had somewhat alarming results. Because we were pivoting to more of a blunting approach and taking a specific dealer head-on in specific new areas, our campaign tactics resulted in lower overall impressions and clicks and higher CPCs—not exactly what we like showing clients.

However, we soon realized *it was working*. We were accomplishing exactly what we set out to do:

- CALLS TO THE DEALERSHIP DOUBLED OVER THE PREVIOUS MONTH
- THE CLIENT DISRUPTED THEIR COMPETITOR'S GAINS

The tables below from our dashboard demonstrate our client's gains vs. their competitors' in the battleground areas for Jeep and Dodge. They made significant market share gains over their target competitor but also stole share from other key competitors.

Radius: 10 Miles | State: NJ | Market: [Redacted] | Brand: Dodge | Refresh

DEALER PERFORMANCE AND COMPETITIVE MARKET POSITION

Show 10 entries

	Dealer	Last Month Sales	R3 Sales	R3 YOY Sales	R3 Market Share	R3 YOY Market Share Change
Client	Chrysler Jeep Dodge of [Redacted]	52	153	31	34%	4%
	[Redacted] Chrysler Jeep	2	12	12	3%	3%
	[Redacted] Chrysler Jeep Dodge	8	26	9	6%	2%
Target	[Redacted] Chrysler Jeep Dodge Ram	29	66	3	15%	-1%
	[Redacted] Chrysler Jeep Dodge	42	156	5	35%	-3%
	[Redacted] Chrysler Dodge Jeep Ram	10	37	-11	8%	-4%

Radius: 10 Miles | State: NJ | Market: [Redacted] | Brand: Jeep | Refresh

DEALER PERFORMANCE AND COMPETITIVE MARKET POSITION

Show 10 entries

Client

Target

Dealer	Last Month Sales	R3 Sales	R3 YOY Sales	R3 Market Share	R3 YOY Market Share Change
Chrysler Jeep Dodge of [Redacted]	200	553	46	27%	5%
[Redacted] Chrysler Jeep Dodge Ram	165	437	7	21%	2%
[Redacted] Chrysler Jeep Dodge	48	159	2	8%	1%
[Redacted] Chrysler Dodge Jeep Ram	101	348	-40	17%	0%
[Redacted] Chrysler Jeep Dodge	203	510	-151	25%	-4%
[Redacted] Chrysler Jeep	12	40	-121	2%	-5%

## In Conclusion

The value of near real-time sales insights is not only that they help identify opportunities while they are still opportunities, but that they demonstrate the effectiveness of campaign adjustments in a timely manner as well. Our client was extremely happy with the outcome of this campaign and now relies on AUTOFLYTE to define their digital investment and creative messaging. What can we do for you?

