



PREMIER PARTNER  URBAN SCIENCE

# CASE STUDY

 **iHeart**MEDIA

# MEASURING MARKETING by SALES

Spending Smarter, Not Necessarily More



[AUTOFLYTE.com](http://AUTOFLYTE.com)

# Measuring Marketing by Sales

Spending Smarter, Not Necessarily More















## Chevrolet Client Case Study

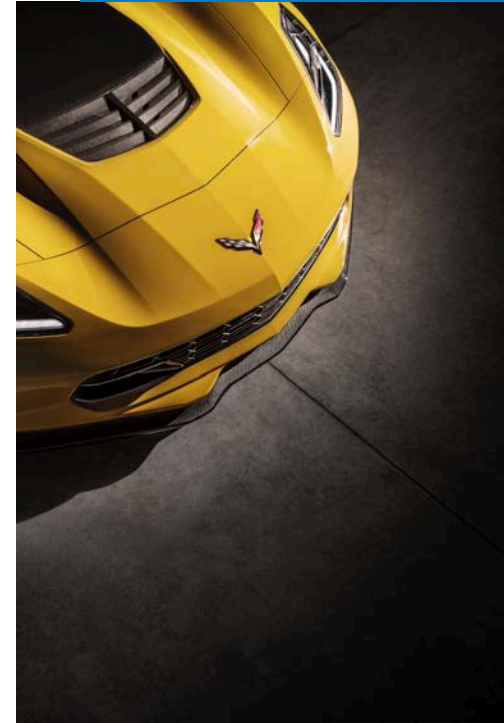
Digital marketing companies have an unfortunate conflict of interest. Generally, the more their clients spend, the more they make. While a commission-based fee structure allows a digital agency or vendor to allocate the necessary resources and scale to a client’s needs, the downside is that many automatically recommend that their clients increase their budgets to see better results. In our client’s case, we actually recommended that they spend less—based on the data—and it paid off.

### The Business Situation

Our client runs a high-volume Chevrolet dealership with the largest inventory in their state, but they had been losing share consistently over the previous eight quarters and had fallen to 6th in their market in Q1 of 2017. A digital audit revealed that they were missing key buyer demographics, not showing up for non-branded intender keywords and were not utilizing Facebook ads—all while overspending on underperforming digital vendors.

The chart below shows our client’s relative market position as of Q1, 2017 (dealer names redacted):

1	 CHEVROLET INC.	287	9.17%	245	7.55%	17.14% 
2	 CHEVROLET INC.	251	8.02%	218	6.72%	15.14% 
3	 CHEVROLET INCORPORATED	249	7.95%	245	7.55%	1.63% 
4	 CHEVROLET	226	7.22%	267	8.23%	-15.36% 
5	CHEVROLET OF 	205	6.55%	195	6.01%	5.13% 
6	 CHEVROLET	205	6.55%	308	9.49%	-33.44% 
7	 CHEVROLET-BUICK-GMC	192	6.13%	172	5.30%	11.63% 



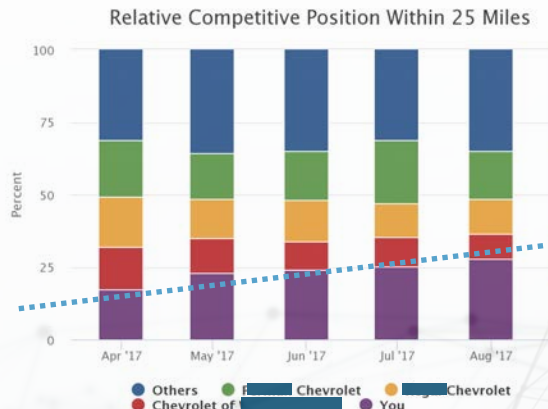
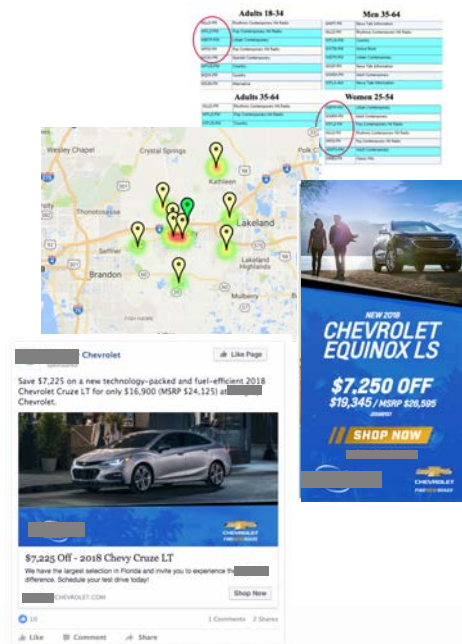
## The Solution

We conducted a TrafficView (CRM defection analysis) through our partnership with Urban Science to determine which lead sources were producing sales and ultimately helped our client **cut their digital budget by 57.5%** to eliminate wasted spend. We tightened their targeting using daily RDR sales statistics from Urban Science in our proprietary insights tool to identify the exact, current ZIPs where our client was losing the most opportunity by nameplate. We then implemented nameplate keyword and display campaigns (including Facebook) using custom creative that featured our client's selection and value.

Since digital and traditional media need to complement each other, we worked in a concerted effort with our partner, iHeart Media, to improve our client's media strategy and target opportunity demos, such as 18-34 year olds and women, with improved creative and messaging tailored to each lifestyle and by moving from :60s to :30s and :15s spots to increase frequency.

## The Results

In short, our client went from **6th** in their market in Feb '17 to **1st** in Aug '17, which is a dominant position they have maintained through Jul '18. Their average new car sales between Aug '17 and Jul '18 were 202 units per month, which shows an 8.7% increase in sales volume—roughly 15 additional new car sales per month over the previous year—and 24.5% market share.





While sales are the ultimate KPI, we also hit the appropriate targets for our campaign objectives, such as:

- 600 CALLS A MONTH (450 NEW)
- AVERAGE POSITION 2 FOR NAMEPLATE SEARCHES
- 6% GROWTH IN 18-34 AND 4.5% GROWTH IN FEMALE BUYERS

## 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?

