



# AUTO DEALERSHIP CLIENT CASE STUDY



## CHALLENGE

A Northeast Ohio auto dealership was tired of the typical 1%-2% return from traditional direct mail campaigns and was actively searching for ways to boost that effort.

## APPROACH

We looked at their historically strong March sales, combined with the effects of the pandemic, and quickly saw their advantage. As people are vaccinated and the country opens back up, consumers will be returning to their offices **and** many will test travel by automobile before getting on a plane. Those factors presented a unique opportunity to pair our tactics, and the payoff was huge!



### HOUSEHOLDS WITH RING DIGITAL TOUCHES

**44 Sales/\$1.1M**

**\$1,700** average sale increase\*

**210% LIFT** in Total Sales



**VS**

### HOUSEHOLDS WITHOUT RING DIGITAL TOUCHES

**21 Sales/\$483K**

No average sale increase

## RESULT

The dealership had their **best** March in company history by 115%! Our targeting, paired with their direct mail campaign, over 30 days resulted in **44 matched car sales**, or **\$1.1M in sales**. In the end, they saw their typical 1%-2% return on ad spend **skyrocket to 14,151%**!

# 142X

RETURN ON  
INVESTMENT FOR  
THE DIGITAL ADS

\* The additional total sales multiplied by the average spend increase was \$39.7K, or it's OWN 5.16x ROAS.