



81%

overall comparative growth in ASA for Accord sales

39%

market share increased from 28% to 39% for Accord sales

+1,650

new users to the dealership website

HONDA DEALERSHIP IN MILWAUKEE

ABOUT

A Honda dealership in Milwaukee looking for a way to retain sales within their assigned sales area (ASA).

CHALLENGES

The dealership was looking for an automotive marketing strategy to keep the auto buyers closest to their dealership while also increasing overall vehicle sales in the marketplace.

SOLUTIONS

The LOCALiQ AUTOMOTIVE marketing team dove into auto insights in order to determine the areas of greatest opportunity. Based on their findings, they developed a custom dealership marketing strategy designed to target Honda and similar vehicle intenders using solutions including:

- Targeted Email Marketing
- Targeted Display
- Social Ads

RESULTS

After 90 days of Polk insights on the LOCALiQ AUTOMOTIVE marketing campaign, the dealership was able to see the impact on Accord sales within the ASA showcase, including an increase in market share to 39%, up from 28%, which resulted in an overall 81% comparative growth in the ASA.

Additionally, overall digital campaign metrics showed the campaign drove 1,650 new users to the dealership website. The dealership was also pleased to see 15 sales in two months from targeted email marketing efforts, with an ROI of 360% for their email marketing campaign.