

AUTO DEALER DRIVES LOYALTY WITH ADDRESSABLE GEO-FENCING FROM SIMPLI.FI



THE CHALLENGE

Auto dealerships, like many B2C companies, are armed with CRM lists and are always thinking of ways to reengage previous and existing customers. They have traditionally relied on email marketing, direct mail, sales phone calls, and more. But as drivers increasingly move online to research automotive services, it's imperative that advertisers expand on traditional CRM marketing and also target their audience digitally. In fact, 95% of online automotive aftermarket consumers now compare products and services prices before they buy (UPS and comScore).

One local auto dealership was looking to utilize digital advertising to promote service specials and other offers to their existing contacts. They wanted to leverage their CRM lists that contained physical addresses to engage an audience of current service department customers as well as recent car buyers. In collaboration with their marketing agency, they partnered with Simplifi to utilize Addressable Geo-Fencing technology to digitally target the household addresses at scale.

The advertiser's primary goal for the campaign was to achieve a .1% CTR. Further, they wanted to measure offline conversions of the number of in-person dealership visits they received from targeted individuals.

THE SOLUTION

Simpli.fi, the advertiser, and their marketing agency developed a strategy to 1) digitally target the dealership's contacts at the address-level across multiple devices within the home; and 2) drive visitors to the dealership and track online-to-offline conversions.

First, the advertiser uploaded two proprietary address lists from their CRM database to the Simpli.fi platform. Using **GPS data based on plat lines**, Simpli.fi automatically matched these addresses to the exact physical location, shape, and size of each household. The system then built a geo-fence targeting zone around each address to capture users for targeting via mobile, tablet, and desktop ads.



With the targeting component of the campaign in place, Simpli.fi and the advertiser moved on to foot traffic attribution. The team drew a conversion zone around the dealership to track the number of users who were delivered an ad and then visited in-person, helping to gauge the impact that the advertising campaign had on service visits.

THE RESULTS

Over the initial campaign duration of three weeks, Simpli.fi more than doubled the goal by achieving a .24% CTR. The results were so positive that the advertiser renewed the campaign for three additional weeks, which more than tripled the number of dealership visits attributed to the campaign.



.24% CTR

Campaign Result

3 WEEKS

Initial Campaign Length



Interested in using Addressable
Geo-Fencing for your next campaign?

Reach out to your Simpli.fi representative or hi@simplifi.com.

Simpli.fi