



33%

increase in YoY RAM truck sales

15%

increase in RAM truck sales in the overall market

46%

of geofencing clicks converted to in-store auto shopper visits

CHRYSLER, DODGE, JEEP, RAM DEALER

ABOUT

This Chrysler, Dodge, Jeep, RAM (CDJR) dealership had an influx of RAM truck inventory.

CHALLENGES

The CDJR dealership had historically performed well in RAM truck sales, however, in recent months, the dealership started to see some decline in RAM truck sales and were unsure where they were losing. With models ready to move, the dealership needed an efficient marketing strategy to positively impact their turn rate.

SOLUTIONS

LOCALiQ AUTOMOTIVE looked at dealer performance in RAM models by buyer profile and geography and was able to determine the best opportunity for an efficient marketing investment. The customer car dealership digital advertising strategy included:

- Cars.com Digital Ads
- Targeted Display
- Targeted Email Marketing

RESULTS

The goal of the digital marketing strategy was to increase reach and frequency against intenders in the top 20 RAM zip codes, regardless of dealership proximity. The CDJR dealership was able to see a spike in RAM engagement on their website and onsite at the dealership resulting in a 33% increase year-over-year in RAM truck sales. The marketing strategy also spiked a 15% increase in RAM truck sales in the overall market, and 47% of geofencing clicks converted to in-store auto shopper visits.

This CDJR dealership was able to outperform their brand and the total market during the deployment of this multi-tactic campaign.