



**30%**

increase in market share in the ASA within first 3 months

**18%**

increase in market share for Equinox

**9%**

overall market share increase within 6 months

## CHEVROLET DEALER CLIENT

### ABOUT

This local Chevrolet dealership was dominating the market in the Milwaukee metro area and wanted to increase market share further to become the top Chevy dealership in the state of Wisconsin.

### CHALLENGES

The Chevrolet dealership needed an automotive client solutions team to conduct a comprehensive needs evaluation and in-depth analysis to reveal competitive opportunities and growth potential outside of the Milwaukee area.

### SOLUTIONS

LOCALiQ AUTOMOTIVE first conducted a comprehensive needs evaluation which included an in-depth analysis of IHS/Polk new vehicle registration data. We then launched a targeted marketing campaign which included:

- Targeted Display
- Social Media Ads
- Email Marketing

### RESULTS

The automotive marketing campaign was designed to increase leads for the used vehicle automotive group. After running the campaign for just three months, this dealership saw market share increase in the ASA from 8% to over 40%. And, after six months of the campaign running, their overall market share increased by 9%.

LOCALiQ AUTOMOTIVE was able to grow market share in the ASA as well as in competitive zip codes. Digital ad creative highlighted four key models: Silverado, Equinox, Malibu, and Cruze. Market share for Equinox alone grew 18%.

LOCALiQ AUTOMOTIVE was also able to uncover competitive opportunities in nearby zip codes with display ads on the local news website and ad networks, social ads, and email marketing.