



LOCALIQ AUTOMOTIVE HELPED THIS DEALERSHIP OUTPERFORM THE MARKET BY 20%, WHICH LED TO \$40K MORE PROFIT THAN THE SAME PERIOD THE PREVIOUS YEAR.

LOUISVILLE LUXURY DEALER

ABOUT

A Louisville luxury car dealership looking to promote the launch of a luxury crossover vehicle.

CHALLENGES

Knowing the beginning of the year is usually a downtime in luxury new car sales, this dealer needed to start the year with an impactful marketing strategy to increase sales in the down market.

SOLUTIONS

We conducted a customer-base analysis along with auto intelligence research to determine media habits of the luxury car buying audience. The LOCALiQ AUTOMOTIVE team centered the dealership's marketing strategy around new engagement for the new model crossover launch and reinforcement of the luxury dealership's top selling flagship vehicle. These solutions necessary to target the necessary detailed audience included:

- Print Ads
- Targeted Display
- Search Marketing

RESULTS

With the local luxury market in decline year-over-year during this period, this dealer outperformed the market by 20%, leading to \$40K more profit than the same period the previous year. The dealership was pleased with the campaign performance, which brought in the newspaper for reference due to customer inquiries and phone calls from the tracking number.