



THIS HONDA DEALERSHIP INCREASED THEIR MARKET SHARE BY NEARLY 50% WITH LOCALIQ AUTOMOTIVE.

## PHOENIX HONDA DEALERSHIP

### ABOUT

A Honda dealership located in the Phoenix area looking to uncover new opportunities within the extremely competitive local marketplace.

### CHALLENGES

With a new dealership opening nearby, this large Honda dealership needed to take big steps to protect their market share lead in the competitive Phoenix marketplace.

### SOLUTIONS

The LOCALiQ AUTOMOTIVE team developed a custom digital advertising campaign to maintain and grow market share for the Honda dealership. We combined research on new vehicle registration data by model with a zip code analysis in order to target the right audience of auto intenders through Print Ads, Targeted Display, and Geofencing. We promoted specific models to a quality audience in high-potential zip codes.

### RESULTS

Through targeted advertising to an audience of select auto intenders, the LOCALiQ AUTOMOTIVE team was able to increase the dealership's market share by over 48% and generate an increase in website conversions during the same period. As the campaign continued, the results improved, and the Honda dealership maintained growth as one of the leading dealerships in the Phoenix area.