

Increased revenue, ROI  
by more than 14%

## Increased Revenues, ROI for an Automotive Giant With Email Retargeting

Drives More In-Store Visits and Higher Average RO Value

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### THE CLIENT

Our client is an international auto manufacturer, best known for making reliable, fuel efficient cars and motorcycles. In fact, they are the fourth largest manufacturer of automobiles in the United States, and the sixth largest in the world.

### BUSINESS REQUIREMENT

An industry leader, our client was searching for new ways of reaching consumers and improving the effectiveness of its email promotions which were sent to:

- New Customers: Purchased vehicle in the past 12 months but no service visit.
- Lapsed Customers: No vehicle service in 12 – 24 months.
- Inactive Customers: No vehicle service in 24+ months.

### MINACS SOLUTION

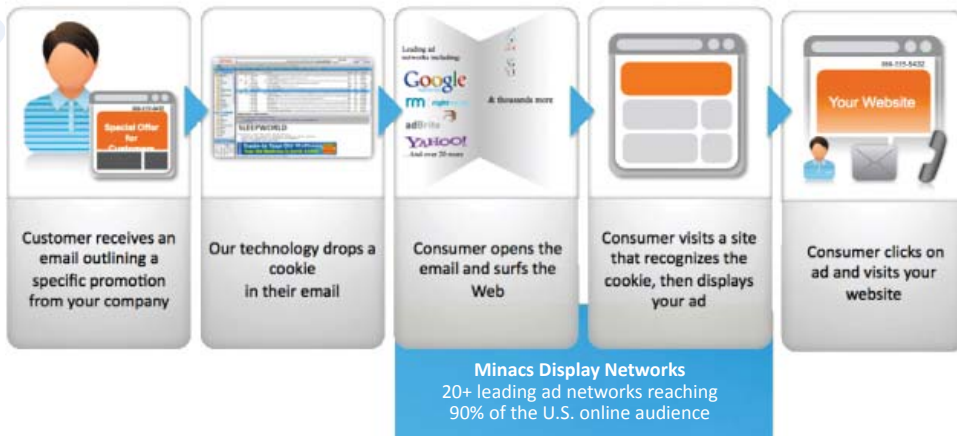
Building on the success of the current marketing campaigns we manage for the client, Minacs designed an email retargeting program that would complement our partner's current email marketing and direct mail initiatives. Retargeting is one of the new digital marketing services offered by Minacs.

**How retargeting works:** Retargeting typically works when a small piece of code is placed onto a Web page. That code generates a cookie in the Web browser of anyone who visits that page. When the visitor leaves the site and continues to surf the internet, websites that recognize that cookie will display an ad for the previously visited Web page, ensuring that business remains top-of-mind with their potential customers.

However, miDealer Solutions (Minacs) utilizes new technology to take this process even further, allowing the code to be placed into an email. When the customer opens the email, a cookie is generated in their browser. As the email recipients browse the Web, they are reminded of the promotion or special offer from the email. We find this method to be particularly effective at reminding customers to take action with regards to a specific program.



## Case Study



## MAJOR RESULTS

Using our unique retargeting technology, Minacs was able to show display ads to all customers who opened an email from our client's chosen campaign. In this case, our new retargeting feature was tested in four major urban centers across America. By adding retargeting to its existing email promotions, our client was able to increase its ROI and incremental revenue across all of the cities tested.

- New customers who were part of our retargeting campaign brought in 8% more revenue, and an ROI of over 8% compared to new customers who did not receive retargeting emails.
- Lapsed customers spent an average of 19% more per order after receiving our retargeting emails, resulting in a 14% increase in revenue and ROI.
- Inactive customers had the greatest increase in revenue (70%) when they received our retargeting emails, spending 80% more per response than inactive customers who were not part of the retargeting test group.
- On average, retargeting resulted in a 4.1% increase in campaign response rate across all customer types in the four cities tested. Both customer revenue and ROI increased by more than 14%, and average dollar spent per response rose by 10%.



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