

Automotive Service Campaign

CASE STUDY

A prominent automotive dealership wanted to increase service appointments by targeting local drivers within their community. Noticing a significant number of potential customers with older vehicles, they needed an efficient way to reach this specific audience and drive more foot traffic to their service department.

STRATEGY

Over a two-month period, Postmedia implemented a hyperlocal advertising strategy designed to boost service bookings by precisely targeting drivers most in need of vehicle maintenance and repairs.

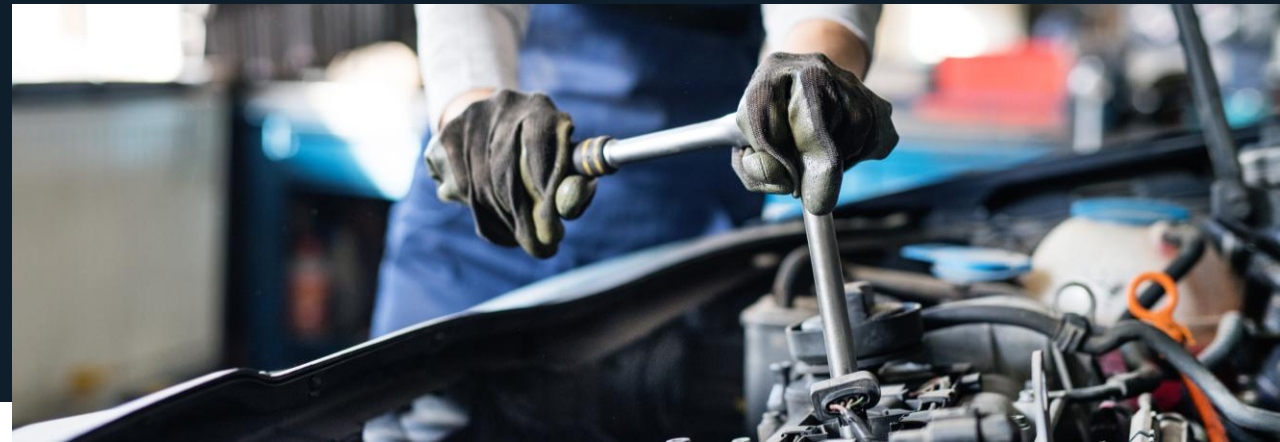
Key Solutions

Hyperlocal Programmatic Advertising:

- To engage local drivers, Postmedia employed hyperlocal strategies, focusing on a specific geographic area. This reached vehicle owners in the immediate vicinity who were most likely to need service, ensuring the ads were highly relevant and impactful.

Automotive Targeting:

- We utilized automotive-specific targeting techniques to identify and reach more likely to require service appointments, enhancing the relevance and likelihood of conversion.



RESULTS

Postmedia's hyperlocal advertising strategy effectively targeted local drivers, resulting in 267K digital impressions and 1K clicks, both within or exceeding industry benchmarks. The campaign drove 109 verified walk-ins, showcasing its success in converting online engagement into in-person service appointments, highlighting the power of precise geographic targeting.

267K

DIGITAL IMPRESSIONS
*Benchmark: 100K - 300K

1K

CLICKS
*Benchmark: 500 - 1K

109

VERIFIED WALK-INS