



AUTOMOTIVE

DRIVING AWARENESS THROUGH TARGETED EMAIL

 TOLEDO, OH



GOAL

- The client's overall goal was to drive Brand Awareness for their Monthly Special Offers.

CHALLENGES

- The challenge with this campaign was being able to appeal to a broad base of auto-intenders with vehicles ranging from Pickup Trucks to Sedans to Compacts.

RESULTS

- We drove an 18.77% View Rate, meaning 18.77% of our emails were opened and viewed by people, and 3.05% of our emails were clicked on to visit their website. These metrics are nearly 2x and 3x the industry averages, respectively!
- Nearly 75% of all clicks were on specific vehicles, and not just to the homepage. This shows that we were not only reaching auto-intenders, but we were also reaching people that were interested in our specific vehicles.

3.05%

CLICK RATE

18.77%

VIEW RATE

