

El Toro Case Study

TAFEL MOTORS MERCEDES-BENZ DEALERSHIP

This campaign used El Toro's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

Background

Tafel Motors has been selling luxury vehicles in the Louisville market for over 50 years, and their reputation for superior customer service is well known. This particular campaign utilized Tafel's existing data pool for leases that were expiring soon and a conquest list of people who owned other luxury brand vehicles. These two groups were set up as separate campaigns, and messaging corresponded to the vehicle currently owned of that particular target. For example, someone whose lease was going to expire on an E-Class Mercedes received an ad for the new E-Class and M-Class lessees received the M-Class ad, etc.

Campaign Results

El Toro was able to use our match-back analysis to match targeted customers with customers that made purchases during their sale periods. During the Sale/Lease special, customers from our initial data cohort generated a total of 46 sales and leases. Of these conversions, 32 came from our IP Targeting campaign and the remainder from our control group.

- **46 transactions attributed to the campaign**
- **80% higher conversion rate for customers who received targeted display ads**
- **\$383,286 in incremental revenue generated from these additional sales.**

