



# Domestic Automotive OEM Experiences Strong Performance with Marketing Advantage Program

## Challenge

A major domestic automotive retailer was looking to improve their customer acquisition program through the better use of data and omnichannel marketing.

## Solution

Taylor implemented a Marketing Advantage Program called AutoNet Acquisition Program. We tested our AutoNet in market shopper data. AutoNet is data captured by intercepting active shoppers that are currently in the market for a particular make and model of a vehicle. The AutoNet Acquisition Program is “always on” ensuring fresh and accurate data is used across new customer acquisition strategies. Taylor leverages the data to launch ongoing communications and promotions that are highly personalized to the specific focus of the vehicles they are interested in (and dealership, if applicable).

Our program reaches over 20,000 new active shoppers on a weekly basis with an integrated direct mail and email campaign. All households are sent a three-touch cadence (direct mail with two email follow-ups).

The campaign performance is evaluated monthly to adjust, analyze and achieve success for the client.

## Outcomes

Taylor’s program generates ongoing results and is increasing sales conversion.



### ENGAGEMENT

The email engagement rates were solid, peaking at 10% on some emails.



### SALES CONVERSION

The client generated a strong 8x+ Return on Marketing Investment (ROI) for this ongoing program.



### REWARDING PARTNERSHIP

Customer has continued this “always on” marketing program for over a decade.