

Jeep Dealership

Seattle Area

CAMPAIGN GOALS

In November 2023, we put a plan in place for a Jeep dealership located in the Seattle area to utilize BC co-op funds. Their main mission was to get their branding family dealership messaging out on as MANY platforms as possible, with a focus on video.

- New Car Sales
- Family-owned messaging to the local community
- Appointment setting around Black Friday

This particular store is extremely family-oriented and they really wanted to showcase that, especially around the holidays. The focus of the messaging was on new-car sales and why you should buy from them, with the best, most competitive pricing in the Seattle area.

STRATEGY

Using a combination of digital and direct marketing (YouTube, CTV/OTT, Conquest Email, Social Surge), we were able to spread the dealer-provided video including family members and dogs across multiple channels. We also incorporated with video within Social Surge, and added a group photo of the family to the conquest email creative. The dealer also wanted to schedule some appointments, so within Social Surge, we added buyback messaging with a final appt count of 32 for Black Friday weekend.



Conquest Email:

Deployment #1

1,180
EMAIL OPENS

262
EMAIL CLICKS

Deployment #2

1,493
EMAIL OPENS

344
EMAIL CLICKS

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RESULTS

Conquest Email:

- Total Deployments: 2
- Total Reached: 10,000
- Deployment 1:
 - Total Email Opens: 1,180
 - Avg Email Open Rate: 11.80% [Industry Average: 12.6%]
 - Total Email Clicks: 262
 - Average Email Click Rate: 2.62% [above industry Average: 1.2%]
- Deployment 2:
 - Total Email Opens: 1,493
 - Avg Email Open Rate: 14.93% [Above Industry Average: 12.6%]
 - Total Email Clicks: 344
 - Average Email Click Rate: 3.44% [Above industry Average: 1.2%]

CTV/OTT:

- Households Reached: 23,141
- Frequency: 3
- Impressions: 78,649
- Video Completion Rate: 95.37%
- Cost Per Completed View: \$0.08

NEW INVENTORY | VALUE YOUR TRADE | SERVICE SPECIALS

Happy Holidays FROM OUR FAMILY TO YOURS!

ALL REMAINING NEW 2023s DRASTICALLY REDUCED AND BIG SAVINGS ON ALL NEW 2024 MODELS OVER 525 NEW VEHICLES TO SHOP!

SHOP NOW

NEW 2024 JEEP WRANGLER 4XE SPORT S 4X4 OVER 60 IN STOCK TO SHOP

UP TO **\$17,875** IN DISCOUNTS & REBATES OR LEASE FOR **\$299** 36 MONTHS W/ \$1,000 DUE AT SIGNING

SHOP NOW

NEW 2023 RAM 1500 BIG HORN OVER 45 IN STOCK TO SHOP

UP TO **\$20,000** IN DISCOUNTS & REBATES OR LEASE FOR **\$229** 42 MONTHS W/ \$6,000 DUE AT SIGNING

SHOP NOW

NEW 2023 JEEP GRAND CHEROKEE L LAREDO OVER 70 IN STOCK TO SHOP

\$14,485 OR LEASE FOR **\$299**

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BLACK FRIDAY SALES EVENT

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RESULTS

YouTube:

- Views: 29,569
- Clicks: 2,479
- CTR: 1.31%
- CPC: \$0.60
- Impressions: 189,328
- Cost Per Completed View: \$0.05

Social Surge:

- Impressions: 107,691
- Reach: 59,903
- Interactions: 56
- Comments: 19
- Shares: 9
- Post Engagements: 833
- Campaign Leads: 32

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