



KIAPC
KIA of PORT CHARLOTTE

KIA of Port Charlotte

Kia of Port Charlotte is a high-volume dealer located on the Gulf Coast of Florida just south of Sarasota. Recently acquired by Morgan Automotive Group, the dealership recently upgraded the building and website to a new hi-tech look to support the push for Electric Vehicles.

CHALLENGES

After revamping the website, Kia of Port Charlotte was struggling with low conversion rates from website visitors. The internet lead count was not growing as fast as the marketing budget in early 2023.

CAMPAIGN GOALS

The primary goal of the campaign was to increase on-site conversion rates from new visitors by providing each Recaptured prospect with relevant trade, sales, and service offers through an omnichannel marketing approach.

SOLUTION

The solution was Recapture 3.0. The industry's most innovative lead reanimation and active shopper marketing program. Each active shopper is retargeted with a personalized email, direct, text, and BDC marketing journey.



MARKETING AUTOMATION



IDENTITY RESOLUTION



LEAD REANIMATION



90-Day Results:

840
LEADS

128
MATCHED
SALES

497
REPAIR
ORDERS



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CAMPAIGN DETAILS

The campaign creative was designed to highlight Kia of Port Charlotte's ability to pay more for trade-ins than the competition as well as guaranteeing the best price on any new vehicle in stock.

RESULTS

The results of the campaign we over 840 leads, 128 sales matches, and 497 repair orders in the first 90 days from launch. 128 of the customers were brand new to Kia of Port Charlotte. The total ROI in the first 90 days was \$158:\$1

TESTIMONIAL

"We are getting over 220 leads per month from Recapture and closing them at over 18%. Quantity and Quality leads are hard to come by these days, but Recapture 3.0 truly provides them both!" – Platform Marketing Director, KIA of Port Charlotte



MARKETING AUTOMATION



IDENTITY RESOLUTION



LEAD REANIMATION



90-Day Results:



103 of these Customers were brand new to KIA of Port Charlotte



\$158:\$1 total ROI in the first 90 days