



# Auto Group

## CAMPAIGN GOALS

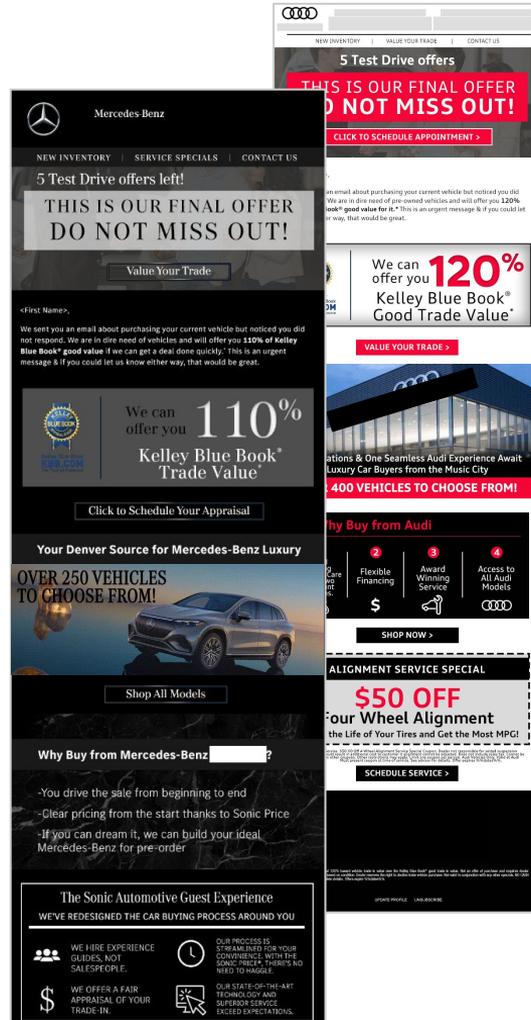
1. Accumulate first-party data lists of non-converting website traffic. AKA "Active Shoppers"
2. Lead Generation on users who indicated they were going to leave the website without converting.
3. Tie together all elements of the selected dealerships' marketing mix by activating an intelligent remarketing program that converts anonymous website traffic with the end goal of increasing ROI and decreasing CPU.

## SOLUTION

RECAPTURE™ changes all that as the industry's only lost shopper capture and marketing automation program. Each site visitor that leaves without conversion is identified and pushed through our proprietary Audience IQ™ platform where actionable marketing data is appended and validated using industry leading sources. Each prospect is marketed to using personalized email, direct mail and mobile marketing to increase lost-shopper sell-through rates exponentially.

## CAMPAIGN DETAILS

90-Day Pilot Campaign, 26 Participating Stores



**874**  
TOTAL SALES

**73,788**  
TOTAL ACTIVE SHOPPERS

**128**  
TOTAL TRADE-INS