

# Case Study | Car Dealers SNipER Former Customers

## Background

Bird Dog has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. Bird Dog integrates off-line household information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects, delivering the most relevant online advertising to a client's true audience, increasing revenue online and off.

## Situation

A Southern Indiana auto dealership wants to advertise to former customers who might be in the market for a newer version of their current car. They have data on the year, make, and model of all former customers, as well as contact information- names, addresses, and zip codes. For example, Bird Dog targeted car owners who had previously bought 2000 to 2011 Jeep Wranglers and Jeep Grand Cherokees. The dealership provided this data for a plethora of their products- Hyundai Sedans, Dodge Rams, and more.

## Solution

Using this data, Bird Dog was able to send online ads directly to these former customer's households, and the results were outstanding. During the months of April and May, this campaign saw a conversion rate of 1.38%, far better than industry averages. As you can see from our Proof of Performance below, we saw almost the same amount of conversions from our sample of 5,744 targets, as we did from those that were in our untargeted control group of 10,867 who we did not send ads to. In terms of conversions, that is an 84% improvement over those we did not target.

	Population	Percent	Conversions	Percent	Conversion Rate	Improvement
Target "t"	5,744	34.58%	79	49.38%	1.38%	84.52%
Control "f"	10,867	65.42%	81	50.63%	0.75%	
Total	16,611					

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## About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit [BirdDogDigitalMarketing.com](http://BirdDogDigitalMarketing.com).