

Case Study | Chevrolet Dealership

Company Profile

A local Chevrolet dealership in the western suburbs of Chicago took advantage of Bird Dog's SNipER technology. The dealership is known for their commitment to providing outstanding customer service and quality vehicles at an affordable price. Customers frequently come from a variety of townships to purchase, or lease, a quality vehicle from the dealer's team.

Campaign Strategy

With the extensive population residing in the Chicagoland area, it's often difficult to get a message out to a desired target market amongst all the advertising noise. The dealership purchased a conquest data list of their target segment that included many of the surrounding townships in Chicago. This list was populated with 39,137 total individuals--of that list, 22,124 of those were matched for Bird Dog's SNipER.



Measurable Client Results

With Bird Dog's SNipER technology, the dealership had a conversion rate of 0.09%, deriving a total of 21 conversions with those IP's that were matched. This comprised 75% of conversions that occurred during the campaign. They realized a 130.70% lift in sales over a three-month period by utilizing our SNipER technology.

A **conquest list** typically looks at distance from dealership, vehicle purchase date, credit score, and any other relevant information pertaining to the target audience. This is a great way to assure that you are only targeting households within driving distance from the dealership, have a high likelihood of purchase, and qualify for financing.

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.