

# Case Study | Ford Dealership

## SNipER

### The Background

An Arizona based Ford dealer has been serving customers for decades. As a strong member of the local community, the dealership is always looking for ways to improve their client's experience.

### The Challenge

The dealer wanted to capitalize on past customers by using their existing CRM database. Bird Dog Digital Marketing needed to turn these consumers into repeat buyers, generating both immediate profit as well as customer loyalty down the line.

### Bird Dog's Approach

By appending the physical addresses from their CRM list to IP addresses, Bird Dog was able to deliver banner ads right to the homes of these previous buyers. The campaign ran for one month, advertising to customers who had purchased from 2012 - 2015.

### Performance

- 71.58% increase in conversion rate
- Higher average sale of \$3,142 from the target group
- \$232,516 in sales from Bird Dog's targets

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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).



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