

# Case Study | Ted's Motorcycle World

At a time when the St. Louis Harley-Davidson market was down 20%, Ted's Motorcycle World saw a 40% increase in sales. Harley-Davidson corporate even gave them a call to find out how in the world they defied the odds with such flying colors. The difference was that Ted's Motorcycle World was advertising online using Bird Dog SNipER. The competition was using traditional advertising efforts.

Besides the market being on a downturn, there were even greater odds stacked against Ted's Motorcycle World. They are located 25 miles outside of St. Louis, a pretty inconvenient location for St. Louis residents. There are six competing Harley-Davidson dealerships in the area. Less than 2% of the US population rides Harley-Davidson motorcycles. They needed to reach clients online with efficiency and accuracy, or prepare for a decrease in sales.

All we needed was data. We decided to call IHS Data to pull a list of Harley Davidson owners within 40mi of the dealership. In the month of April 2016, Harley Davidson had a finance promotion, and we decided to promote it to Harley Davidson owners who had a high enough credit score to qualify.

We ran an ad campaign for this promotion, targeting 8,827 households with at least 95% confidence, from April 1st to April 30th. After serving a total of 529,581 impressions, Ted's Motorcycle World saw a 252% return on investment, and a 40% increase in sales. The numbers don't lie- Bird Dog SNipER really works.

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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).