

Auto brand boosts in-store visits to local auto dealerships with Foursquare (previously Factual)

CASE STUDY

Client
Netsertive

Method
Foursquare



THE RESULTS

\$6.55

campaign cost
per visit

22k

in-store visits

485k

visits to local
dealership webpages

TESTING NEW WAYS TO MEASURE SUCCESS

For auto dealerships, getting customers in the door is pivotal to sales growth. Which is why one major automotive brand decided to take a different approach when launching a campaign to drive more shoppers to over 65 of its local dealership locations.

Historically, the auto brand used dealership website visits to predict the likelihood of a customer visiting a location in person. But their agency, Netsertive, was eager to test new ways to measure success — moving the brand closer to tying digital spend to their end goal of boosting in-store visits.

Netsertive worked with The Trade Desk to implement Foursquare's (previously Factual) measurement solution across the auto dealer's two-month campaign. Foursquare, a location data company, uses high-quality mobile location data to measure in-store visits and integrates that data into our platform's campaign performance metrics.

With an advanced measurement solution in place, Netsertive then deployed in-house interactive ads to seamlessly localize messaging based on which dealership was closest to a prospective customer. With more personalized creative messaging — plus data-driven targeting strategies to home in on luxury automotive audiences — the team hoped to capture even more webpage and in-store visits.

DRIVING 22,037 SHOPPERS TO VISIT OVER 65 LOCAL DEALERSHIPS

The results of the in-store measurement test — 22,037 in-store dealership visits, with a cost per dealership visit

of \$6.55 — far exceeded the expectations of both Netsertive and the automotive brand. And for the first time, the company had a way to measure the impact of their digital ad dollars on in-store visits.

A deeper analysis also revealed a handful of important behavioral insights. While most of the campaign's 485,000+ website visits occurred during weekdays, in-store visits were concentrated on weekends. This indicates that prospects likely did research on the brand's website during the week, prior to planning their weekend trip.

Netsertive was also able to analyze in-store visit performance for each individual market, providing the auto brand a better understanding of which markets had the strongest brand presence and the financial means to consider a luxury vehicle.

PLANNING FOR FUTURE CAMPAIGN SUCCESS

Netsertive's innovative approach and willingness to test emerging solutions like offline measurement led to a huge success for both its team and the automotive brand.

With a better understanding of when prospects visited dealership websites and locations, Netsertive was able to alter its strategy for future campaigns to capitalize on these powerful day-of-week and market insights.

Based on the success of the test, Netsertive and the auto brand continue to explore ways of implementing Foursquare's measurement solution across more campaigns in the future.