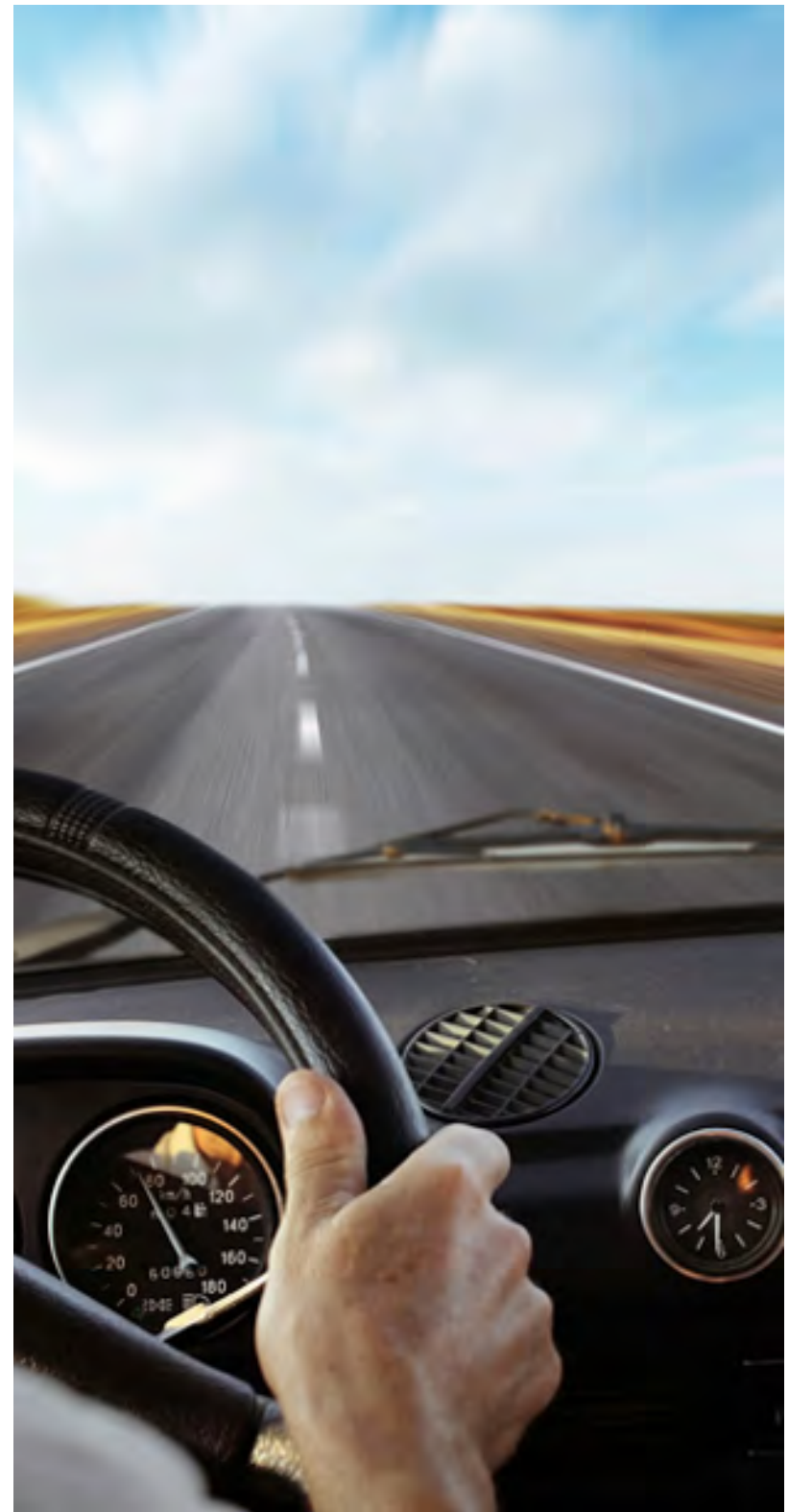




TAKE 5 MEDIA GROUP

Automotive Vertical Case Studies

© 2017 Take 5 Media Group™. All Rights Reserved.



Import Luxury-Car Dealership Multi-Touch Email Case Study



Multi-Touch Email Case Study

Synopsis

About this Case Study

Results were drawn from a case study of a luxury import automobile dealership, spanning a three-month email marketing conquest period, April – June 2016.

What does Take 5 Media Group do Differently?

Take 5 uses its proprietary Auto Intender (in-market car buyer) data for each and every campaign. This unique data set is the key to the success of every Take 5 auto campaign since it targets self-reported in-market car buyers in a specified radius around the dealership.

- Take 5 Media Group's tracking and reporting methodologies provide a broad spectrum of analyses.
- Take 5 only reports on sales and service appointments that are generated through an outreach to verified new customers that were part of the Take 5 campaign. It is a streamlined way to determine the effectiveness of each campaign as well as create real-world ROI reporting.
- For sales and service verification, Take 5 only uses data provided by the dealership.
- Take 5 provides monthly reporting on its campaigns rather than the industry norm of 60 – 90 days after the end of the campaign.



Multi-Touch Email Case Study

Scope & Results

Advertiser: U.S.-Based Luxury-Car Import Auto Dealership

Demographic Targeting:

- Auto Intenders, HHI >\$85K
- Mix of suburbs and rural areas

Campaign Logistics:

- Total volume: 600,000
- Email marketing campaign frequency: Six drops of 100,000 each over 3 months.

Total Channel Cost \$22,500

Total Channel Cost To brand and sell select models designed for today's busy professionals or families, utilizing a multi-touch email conquest program.

Summary Analysis & Lift:

New (Unique) Visitors to the Dealership Website as a Result of the Multi-Touch Campaigns: 15,249

Source/Medium	Visits	% New Visits	New Visits
Take 5 / Email	17,834	85.51%	15,249
Google / Organic	11,247	60.34%	6,787
(Direct/None)*	11,013	49.88%	5,493
Google / CPC	5,420	72.07%	3,906

* (Direct) / (None) - Visitors to the dealership web site from an unidentifiable source.



Multi-Touch Email Case Study

Scope & Results Cont.

Revenue	
Total Matched Sales	121
Per Customer Acquisition Cost	\$185.95
Total New RO Sales*	\$75,266.00
Per New Customer Acquisition Cost	\$258.62
Total Relationship Sales	\$175,823.00
Marketing Effectiveness -ROI	\$7.81
New Sales Relationships	87
Average Sale Gross Profit	\$948.73
New Service Relationships	238
Average Service Gross	\$831.05

Results	
Number of Months	3
Average New Service Customers per Month	79
Average New Sales Customers per Month	29
Average Percentage of Sales Match	27%



Multi-Channel Campaign Case Study

U.S. Automobile Manufacturer



Multi-Touch Email Case Study

Scope & Objectives

Advertiser: U.S. Automobile Manufacturer

Marketing Channels:
Email and Direct Mail

Objective:

To drive customer traffic into dealer showrooms and generate sales of the brand's minivan and other new and used vehicles.

Target: 82,000+ minivan owners and 84,000+ families with the presence of minor children in the select OEM marketing region.

Parameters: Take 5 multi-channel campaign to select demographics vs. R.L. Polk control group*.

* The Polk control group comprises consumers who did not receive Take 5 advertising for the Minivan Summer Sales Event.

Scope of Work: Create a multi-channel and multi-touch marketing strategy as follows:

Strategy A

Deploy matching emails for 82,000+ minivan owners and 84,000+ families with children 7 days prior to the sales event.

Strategy B

Drop corresponding postal records to above consumer segments 5 days prior to the sales event.

Strategy C

Repeat email drop as detailed in A.

Strategy D

Provide tracking for steps A) and C) 48 hours after each email campaign deployment



Import Luxury-Car Multi-Touch Email Case Study

Target A – Females with Children

Email Tracking Report

Take 5 Media Group Report	
Campaign Name	Summer Sales Event – Families with Children
Emails Ordered	84,420
Total Opens	25,283
Open %	29.25%
Total Click-Throughs	2,234
Click-through Percentage	2.65%
HTML Click-Through Rate	8.84%

R.L. Polk Match-Back Results

Take 5MG	Take 5MG	Control Group	Control Group	Total
New Sold	Used Sold	New Sold	Used Sold	
43	52	31	36	167



Import Luxury-Car Multi-Touch Email Case Study

Target A – Campaign Results

Total new vehicles sold as percentage of total opens: 0.17%
Total new vehicles sold as percentage of total clicks: 1.92%

Total used vehicles sold as percentage of total opens: 0.21%
Total used vehicles sold as percentage of total clicks: 2.32%

Total new and used vehicles sold as percentage of total opens: 0.375%
Total new and used vehicles sold as percentage of total clicks: 4.25%

Control Group Results:**

Take 5 campaign created a 38.7% lift in new vehicles sold over control group.

Take 5 campaign created a 44.5% lift in used vehicle sold over control group.

Take 5 campaign created a 41.8% overall lift in combined new and used vehicles sold over control group.

*Note: (1) The client requested that Take 5 obtain the R.L. Polk match-back sales reports for select region for campaign time period
(2) Take 5, in conjunction with Polk provided control group tracking for comparison purposes.

** The Polk control group comprises consumers who did not receive Take 5 advertising for the Minivan Summer Sales Event.



Multi-Channel Email & Digital Case Study

S.E. Region Luxury-Car Dealership



Multi-Touch Email & Digital Case Study

Engagement Requirements

Advertiser: Southeast U.S.-based Auto Dealership

Demographic Targeting:

- Select Auto Intenders (High-End); Lease Expiration Owners; Competing Luxury Car Owners; Custom Car Enthusiasts.
- GEO: Zip 302XX + 25 Mi.

Campaign Logistics:

- Total email volume: 200,000
- Email marketing campaign frequency: Two drops of 100,000 each over 3 months.
- Retargeting campaign: 180,000 impressions to openers and click-throughs

Campaign Purpose: To drive new prospects to the sales floor from previously unused data files and first time use of digital retargeting for the dealer.



Multi-Touch Email & Digital Case Study

Result Synopsis

Tracking Report	Drop 1	Drop 2	Campaign Averages
Date	2/12/2016	2/18/2016	
Total Deployed	100,000	100,000	200,000
Total Opens	18,113	17,930	36,043
Total Open %	18.11%	17.93%	18.02%
Total Click-Throughs	2,713	2,883	5,596
Total Click-Through %	2.71%	2.88%	2.80%
HTML C-T-R	14.98%	16.08%	15.53%
Unique Openers	17,237	17,285	34,522
Unique Opener %	17.24%	17.29%	17.26%
Non-Unique Openers	876	645	1,521
Unique Clicks	2,629	2,822	5,451
Unique Click %	2.63%	2.82%	2.75%
Unique CTO's	15.25%	16.32%	15.79%



Multi-Touch Email & Digital Case Study

Result Synopsis



*please note that the image above is a "representation" of the creative that was delivered during your campaign and may appear differently.



This campaign performed 262.26% above industry standards.



This campaign performed 149.64% above industry standards.

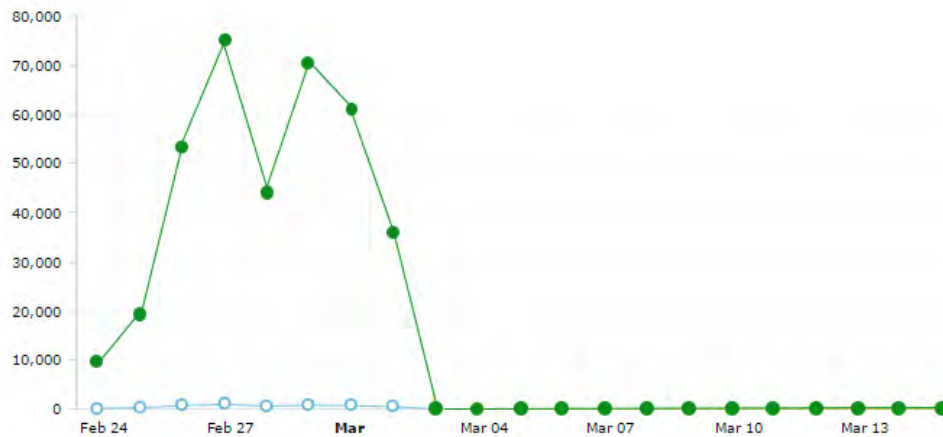


Multi-Touch Email & Digital Case Study

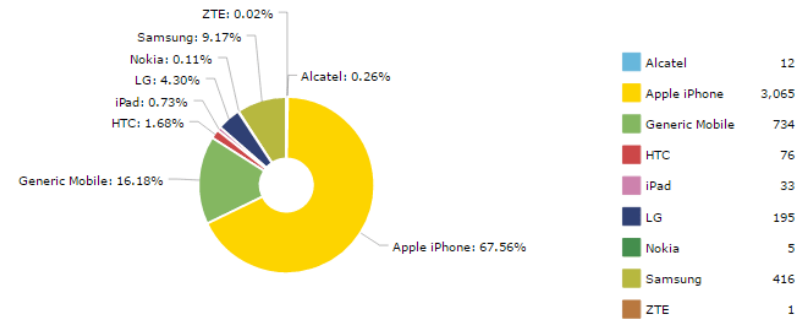
Retargeting Report

Campaign Details

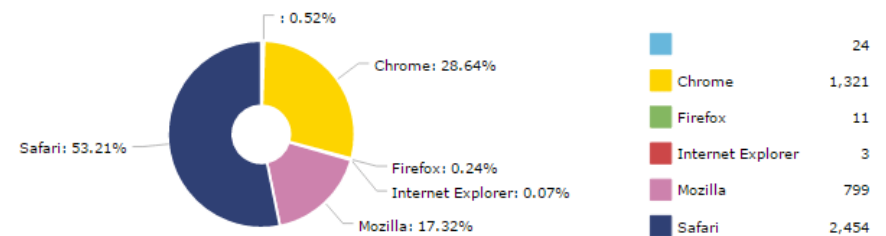
Duration: 5 days
 Total clicks: 4,616
 Total Views: 368,295



Mobile Devices



Web Browsers



Automotive Email Gallery

BROWSE

Automotive

EMAIL CREATIVES IN OUR
CREATIVE GALLERY



Multi-Touch Email CaseStudy

Disclaimer

Because of non-disclosure policies between Take 5 Media Group LLC and its clients, Take 5 has, in many cases, intentionally omitted actual corporate or trade names of its clients in its case studies.

Further, Take 5 Media Group does not endorse any manufacturer, vendor, product or service represented in its case studies, and does not advise end users to select the vendors showcased in its various marketing campaigns.

Take 5 disclaims all warranties or claims, expressed or implied, with respect to products, goods or services, including any warranties of merchantability or fitness for a particular purpose offered by the vendor.



Contact Us!

Corporate Headquarters

2385 NW Executive Center Drive
Suite 290, Boca Raton, Florida 33431

Website: www.take5mg.com

Name Here

Title

Tel: 561.819.5555 Ext. 000

Cell:000.000.0000

Email: salesperson@take5mg.com

Boca Raton, FL • New York, NY • Atlanta, GA • Modiin, Israel

