

SOURCE PATH DIGITAL



CASE STUDY

AUTOMOTIVE

CONQUEST

Where Detail Meets Dedication

Source Path Digital brings together Audience Curation, Customer Activation, and Campaign Intelligence to deliver high-performance campaigns for national brands. Agencies, advertisers, and channel partners rely on Source Path Digital to get campaigns out the door accurately, on time, and successfully.

SOLUTIONS



AUDIENCE CURATION

Select and curate the most targeted and responsive audiences to experience your brand and engage your offers.



CUSTOMER ACTIVATION

Reach individuals from curated audiences one-to-one across devices and platforms with personalized experiences.



CAMPAIGN INTELLIGENCE

Increase campaign performance, process integration, and painless media planning.

AUTOMOTIVE CONQUEST

Challenge

Automotive brands simply don't have direct marketing access to large segments of potential buyers. Consumers are hesitant to disclose personal information to auto companies for fear of unwanted solicitation from salespeople. They are actively researching and considering purchasing a vehicle but have not engaged directly with the brand or its dealerships. Media and publishing companies often don't have sufficient automotive-related datapoints to effectively target their subscribers with relevant automotive offers. This substantial size of unreachable audiences creates a significant amount of missed opportunity to influence consumer decisions during the critical stages of the automotive purchasing journey.

Solution

Source Path Digital brings together Audience Curation, Customer Activation, and Campaign Intelligence tailored for the automotive industry. We have direct access to reach active consumers who are shopping for new vehicles or currently own a competitor's vehicle.

1. Marketing Permission

Every consumer in our advertising database has taken action to confirm their identity and consent to receive relevant offers from other companies. This also ensures they are necessarily active and engaged. Not only is every recipient of the campaign targeted by the best of Big Data and industry data models, but they have taken steps to participate in marketing campaigns.

2. Big Data Aggregation

Our integration with the best of Big Data brings a wealth of targeting information including demographics, automotive shopping & ownership, purchase history, areas of interest, and much more. For automotive specifically, we identify the types or models of vehicles individuals are shopping for based on the information they share on auto shopping sites and their own tracked behavior online.

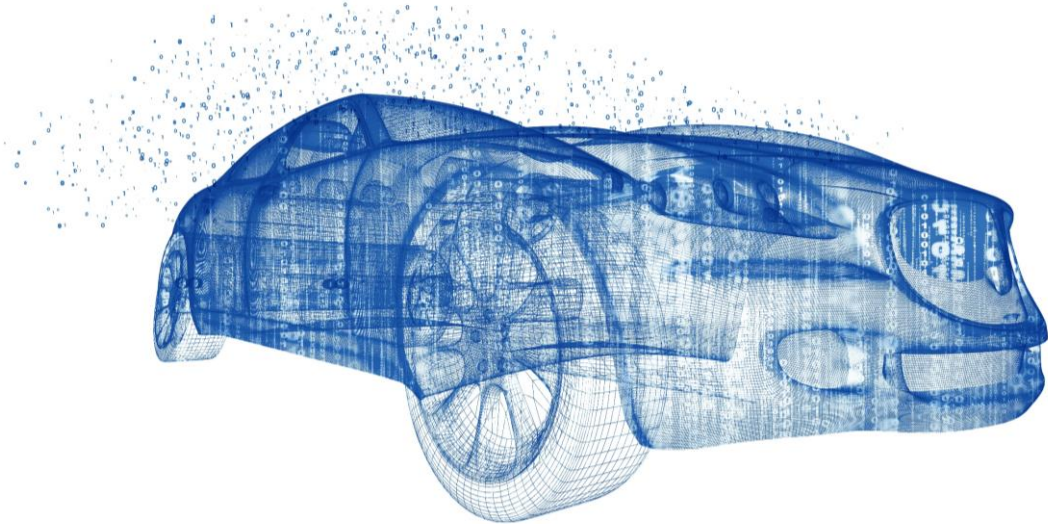
3. Industry Data Models

In addition to leveraging the fullness of Big Data, we go many steps further to incorporate life changes, household composition, current vehicle ownership, purchase history, demographics, and many other factors to model the best consumer audiences for inclusion in automotive conquest campaigns.

4. Omnichannel Customer Activation

We launch and support one-to-one campaigns over email, direct mail, display, social, and retargeting. This multitouch approach to the same discrete list of campaign recipients drives awareness and reinforces engagement with valuable automotive offers.





Results

After running national and regional campaigns with Source Path Digital, automotive brands keep coming back to plan and optimize recurring long-term campaign strategies.

1. Audience Curation

Automotive brands who have worked with Source Path Digital for their conquest campaigns successfully targeted the best consumer audiences who are shopping, in-market, or ready to be conquered from the competition.

2. Customer Activation

Maximum flexibility to activate targeted audiences where they engage the most has multiplied campaign performance and laid the foundation for long-term brand affinity and lift.

3. Campaign Intelligence

The bottom line and ROI are validated with hard data when automotive brands match the customers who purchased vehicles with the individuals that Source Path Digital included in conquest campaigns.