



CASE STUDY

AUTOMOTIVE
CONQUEST

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

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



ACTIVATE

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



ILLUMINATE

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

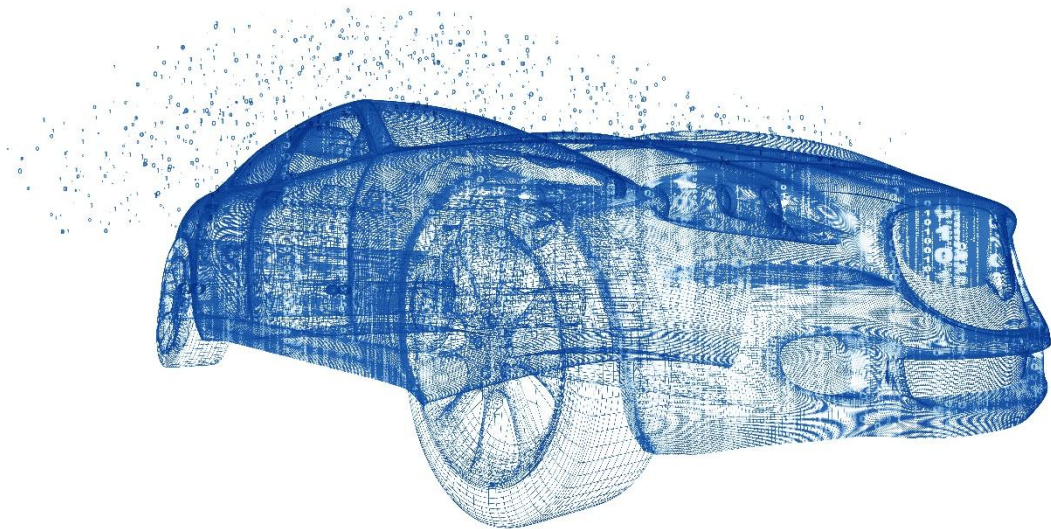
AUTOMOTIVE CONQUEST

THE 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.



THE 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.

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.

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.

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.

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.



THE 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.

New Vehicle Sales

Source Path Digital has proven to increase new vehicle sales across national campaigns, new vehicle launches, and special offer initiatives.

Used Vehicle Sales

When vehicle inventories fluctuate, market conditions change, or consumer demand shifts, Source Path Digital has proven to help OEMs and dealerships move pre-owned inventory they have on hand.

Service & Aftersales Campaigns

Dealership service departments are key profit centers for automotive brands. Source Path Digital consistently attracts vehicle owners to have their service done at a dealership, while also supporting cross-selling campaigns to convert service appointments into trade-in and sales opportunities.

Engagement Metrics

Impressions, clicks, email opens, direct mail responses, and web activity maintain consistent and high value engagement as consumers progress through the vehicle research and purchase journey.

Sales Matchback Reporting

Attributing how campaigns positively contributed to sales is done by matching the identities of the campaign audiences to the identities of people who purchased vehicles. Source Path digital remains a high performer with this important KPI that directly impacts the bottom line.



LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners appreciate Source Path Digital's collaborative and consultative approach to helping them succeed.

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