



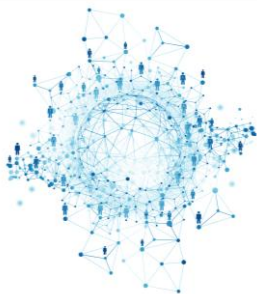
CASE STUDY

REFRAMING LUXURY AUTO CONQUEST THROUGH HUMAN-CENTERED TARGETING

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.

REFRAMING LUXURY AUTO CONQUEST THROUGH HUMAN-CENTERED TARGETING

THE CHALLENGE

A luxury automotive OEM was experiencing lagging performance in its conquest campaigns. This underperformance stood out since several other luxury brands supported by Source Path Digital were delivering strong, consistent results using similar media channels and budgets.

Recognizing the anomaly, the OEM's agency turned to Source Path Digital for strategic recommendations to diagnose the issue and unlock better performance.

THE INSIGHT

Source Path Digital's data analysts began by questioning a long-standing assumption in automotive marketing: that luxury vehicle buyers can be reliably identified using traditional, checkbox-style demographic targeting.

Rather than doubling down on historical "big data" demographic profiles, they stepped outside the classic paradigm and reframed the problem around **human behavior**.

Luxury consumers are not simply income brackets, age ranges, or ZIP codes. They are people with motivations, values, preferences, and attitudes that influence how and why they buy.



THE APPROACH

Source Path Digital applied a behavioral-first audience strategy using:

- **Behavioral data** to understand real-world actions and purchase signals
- **Psychographic insights** to capture values, interests, and lifestyle drivers
- **Attitudinal data** to uncover how consumers perceive brands, status, and ownership

They analyzed:

- The OEM's existing customer base
- Customer data from the brand's closest luxury competitors

This comparative analysis focused on understanding *who* actually purchases different luxury vehicle brands — and *why*.



THE DISCOVERY

The findings challenged a critical assumption.

Luxury vehicle owners are **not ubiquitous**. While there is meaningful overlap across luxury brands, each attracts distinct buyer profiles shaped by different motivations and behaviors.

The OEM had been aspirationally targeting consumers who fit a classic luxury stereotype, but who were statistically **less likely to purchase** that specific brand. At the same time, the strategy was overlooking high-value consumers who didn't match traditional luxury demographics but demonstrated strong behavioral and attitudinal alignment with the brand.

In short: the campaign was chasing perception, not people.

THE SOLUTION

Source Path Digital presented its findings to the agency along with a revised audience targeting strategy grounded in human behavior rather than rigid demographic assumptions.

The recommended approach:

- Deprioritized outdated luxury stereotypes
- Elevated audiences with proven behavioral and attitudinal signals
- Treated consumer personas as people, not profiles



The agency adopted Source Path Digital's recommendations and restructured the campaign accordingly.

THE RESULTS

The impact was immediate and substantial.

- Conquest campaign performance increased significantly
- Efficiency and engagement improved across key metrics
- The new audience strategy continues to drive strong, sustained performance for the brand



By rethinking luxury targeting through a human lens, Source Path Digital helped transform an underperforming campaign into a durable success.

KEY TAKEAWAY

When brands move beyond demographic assumptions and start targeting people as people, performance follows.

Source Path Digital helps advertisers connect with consumers where data meets human behavior — and where insight drives results.

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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