



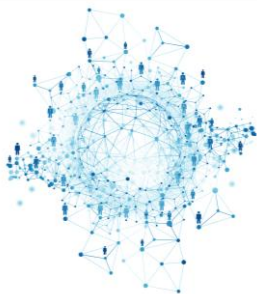
CASE STUDY

WHERE AUTOMOTIVE BUYERS WERE BEING MISSED

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.

WHERE AUTOMOTIVE BUYERS WERE BEING MISSED

THE CHALLENGE

A national automotive OEM came to Source Path Digital with a performance question that could not be answered by campaign reporting alone.

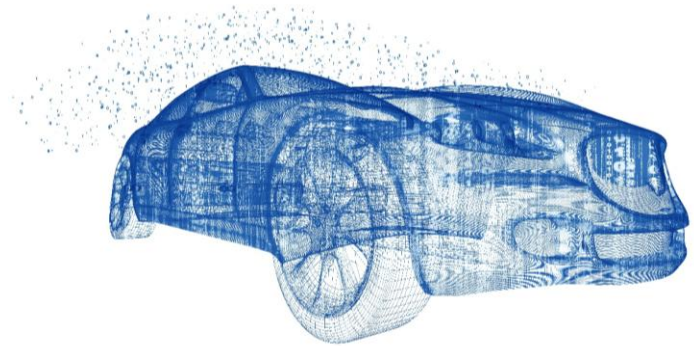
The advertiser was running conquering campaigns across Canada for both its mainstream automotive brand and its luxury brand. The campaigns were built using standard automotive targeting inputs, including demographics, auto ownership and intender data, and geographic constraints.

But the sales attribution reports were showing an unusual pattern.

One dominant region in Canada was producing outsized and lopsided sales attribution compared to the rest of the country. An adjacent secondary market with significant population density was underperforming, and tertiary markets were barely making a dent.

The advertiser's agency asked Source Path Digital to help investigate the anomaly and identify what should change.

The added complication was the market itself. These campaigns were supporting the Canadian market, where consumer data availability, privacy restrictions, and data usage rules are more limited than in other jurisdictions. That made the accuracy of the available targeting inputs even more important.



THE INITIAL CONCERN

At first glance, the campaign strategy appeared sound.

The advertiser was using standard automotive conquering inputs: demographic qualifiers, auto ownership and intender data, and geography.

But the geographic strategy stood out. The campaigns relied on highly granular micro market targeting. In a market like Canada, where broader consumer data is more limited, Postal Code level targeting can be a powerful way to reach high-value pockets of likely buyers. But it only works when the geography reflects actual buyer behavior.

Source Path Digital focused on one central question: Were the campaigns reaching the right local markets, or overinvesting in areas that looked right on paper but missed where buyers were actually coming from?



THE ANALYSIS

To answer that question, the advertiser shared sales data with Source Path Digital, who then conducted a detailed analysis comparing the people and places actually producing vehicle sales against the audience profiles and geographic specifications being used in campaign targeting.

The analysis reviewed both the mainstream and luxury brands, with attention to:

- National sales distribution
- Regional and market-level attribution patterns
- Postal Code level buyer concentration
- High-propensity and low-propensity purchase areas
- Differences between mainstream and luxury buyer geography
- Gaps between campaign coverage and actual sales locations

The goal was not simply to explain past performance. It was to identify where audience coverage, geographic precision, and campaign activation could be improved.

WHAT WE FOUND

The analysis revealed a clear opportunity to improve coverage, reduce waste, and build more precise audience strategies for each brand. The issue was not simply regional performance imbalance. It was a deeper mismatch between where campaigns were targeting and where actual buyers were coming from.

- **Likely buyers were being missed.** Almost 40% of national sales occurred in locations outside the campaign audience targeting.
- **The secondary market was significantly undercovered.** More than 80% of sales in the adjacent secondary market came from areas outside the campaign's targeting specifications.
- **High-propensity micro markets were left out.** For the mainstream brand, more than half of the micro markets 2 to 8 times more likely to purchase were not targeted. For the luxury brand, one-third of the micro markets 3 to 15 times more likely to purchase were excluded.
- **Lower-likelihood areas were being included.** Over 40% of the mainstream brand's least likely micro markets were included in campaign audiences. For the luxury brand, more than half of the least likely micro markets were included.
- **The two brands were being treated too similarly.** Both brands were using the same micro market targeting, even though their actual buyer patterns pointed to different opportunities.



Using insights from the customer analysis, market analysis, and legacy targeting benchmark, Source Path Digital created a more comprehensive audience graph for the advertiser. This gave the agency and OEM a clearer view of where likely buyers were being missed, where media was being wasted, and how each brand's conquering strategy should be adjusted based on real sales propensity.

THE RECOMMENDATION AND OUTCOME

Source Path Digital turned an attribution anomaly into actionable campaign intelligence.

What first appeared to be a regional performance imbalance revealed a deeper issue: the campaigns were not fully aligned with where actual buyers were coming from.

By comparing campaign targeting against real sales behavior, Source Path Digital helped the advertiser and agency identify:

- Where likely buyers were being missed
- Where media was being spent in lower-propensity areas
- How the mainstream and luxury brands should be activated differently
- Which micro markets offered stronger conquering potential
- How Postal Code level targeting could be refined in a more restrictive data environment

The recommendation was not simply to adjust geography. It was to rebuild the campaign targeting foundation around actual buyer propensity.

Using customer analysis, market analysis, and a benchmark of the legacy targeting strategy, Source Path Digital created a clearer roadmap for future campaign planning and audience activation.

The advertiser and agency could now prioritize high-propensity micro markets, reduce inefficient coverage, and develop separate geographic strategies for the mainstream and luxury brands.

The result was more than a report on what happened. It was a strategic and tactical roadmap for improving conquering performance by using better market intelligence to reach more of the people most likely to buy.



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 and trust Source Path Digital's collaborative and consultative approach to helping them succeed.

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