

THE CHALLENGE:

The automotive industry faced declining traditional media effectiveness with consumers requiring 6.7 digital touchpoints before purchase and 73% using streaming services for research. The Local Auto Group needed to reach consumers across multiple brands (Subaru, Hyundai, Genesis, Volkswagen, Used/CPO) while managing rising CPCs and stagnant budgets, with each brand requiring different targeting approaches for their unique audiences.

THE STRATEGY:

We implemented a multi-channel approach tailored to each brand's consumer journey using SEM, display, and Video/OTT. Subaru targeted outdoor lifestyle audiences (73% use streaming), Hyundai focused on tech-savvy millennials (68% investigate on connected devices), Genesis dominated luxury digital channels (83% consume premium streaming) and Used/CPO emphasized value-driven research. When Q4 budget cuts occurred, January 2025's return to normal budgets delivered immediate 29% performance improvement.

THE RESULTS:

- 178,867 total actions—41.7% growth since 2022
- Physical visits jumped 162% to 511 visits
- 2,290 units sold (17% increase)
- Genesis: 76% increase in units sold
- Volkswagen: 91% action growth

LOCAL AUTO GROUP MULTI-BRAND DEALERSHIP

CHALLENGE

Navigate Digital Transformation Across Multiple Automotive Brands While Rising CPCs & Traditional Media Decline Threatened Performance

DURATION OF CASE STUDY: 2022-2025

BUDGET: \$650k-\$700k ANNUAL

Only 6.8% increase since 2022

1.4% increase in 2024

Multi-brand allocation

RESULTS

▣ 41.7% Action Growth Since 2022

▣ 162% Increase in Physical Visits

▣ 2,290 Units Sold