

THE CHALLENGE



Knudsten Chevrolet of Post Falls, Idaho sits just east of the Washington line and about 25 miles from Spokane. Despite fierce competition from an AutoNation Chevy store just 20 minutes down the road, 2016 had been a solid year for the dealership. But the store's management knew it could improve in 2017.

THE TEST

1

Starting January 1, Knudsten Chevrolet completely revamped its advertising for 2017 based on recommendations from the Experian DPS.

2

To judge the effectiveness of the DPS-fueled strategy, the store focused on market share in target ZIPs and new vehicle sales of core models.

3

No new vendors were hired. No significant changes were made at the store level. And, average ad spend at the dealership increased by less than \$600 per month.

After 8 months with
the DPS driving the
store's strategy

THE RESULTS
speak for themselves

MARKET SHARE UP OVER 17% Year over Year

39.58% in 2016

56.95% in 2017

including in ZIP codes just 5 miles from their competitor!

WEBSITE TRAFFIC

Along with market share and sales improvements, the Experian DPS boosted the quality of Knudsten Chevrolet's website traffic and increased the efficiency of their digital spend.

The Experian DPS helped identify underperforming campaigns, suggest improvements, and tighten targeting for search and display advertising, resulting in:

37% increase in High-Value Users At a 10% reduction in cost per High-Value User
High-Value Users correlate to vehicle sales.

108% increase in email leads at a 19% reduction in cost per email lead

Sales,
Traffic &
Leads Up!

Costs
Down!

MODEL SALES INCREASE

Thanks to campaigns built with the Experian DPS specifically to target Silverado 1500, Equinox, and Cruze buyers.

Sales of those core models

increased by 57 units

That's an additional

7 units per month.

Silverado 1500:

+26 

Equinox:

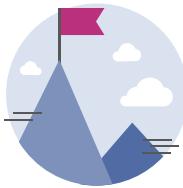
+23 

Cruze:

+8 

KNUDSTEN CHEVROLET CASE STUDY

HOW DID THEY **DO IT?**



A data-driven strategy from the Experian DPS – even without a big increase in advertising spend – delivers massive results.

Here's what the DPS brought to Knudsten Chevrolet:

"With the Experian DPS, we were able to get more from our advertising without a big increase in spend. We got smarter about where to target, how to advertise, and which campaigns needed work. We judged success by looking at market share growth in ZIPs we targeted – and we went from the number six Chevy dealer in the market to number two."

-Joe Morris, General Manager, Knudsten Chevrolet

Data-Driven Media Plan



Analysis of in-market Chevy buyers to determine which media to buy

Smarter Targeting



Digital campaigns targeted to specific ZIP codes with the greatest market share opportunity

Smarter Attacks



Identify competitor's top-performing ZIPs to conquest intelligently

Improved Content



Model-specific digital campaigns with messaging tailored to buyer preferences

Advertising Efficiency



Improve the effectiveness of digital campaigns based on sales and website behavioral data

57 additional sales x \$2,300 avg. gross =

\$131,100

8 months of Experian DPS x \$995 =

\$7,960

16:1 ROI

or
\$123,140

What's your game plan? Learn how Experian can help boost your market share, increase sales of your core models, and improve the quality of your website traffic.

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