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# Setting Virtual Parameters Plays Pivotal Role

in Creating Interest for Pre-Owned Inventory

## PROBLEM

When working within the automotive industry, compliance guidelines set forth by the OEM are always a creative challenge. Honda specifically challenged us further when the OEM put a rule into place stating that its dealerships could no longer target one another. This new regulation created a barrier for one of Clawson Honda's key marketing strategies, as we could no longer target competing dealerships directly.

## GOAL

Clawson Honda of Fresno, the No. 1 Honda dealer in Central Valley, was at risk of losing this title due to new rules set in place by Honda Motor Company. Our goal was to find a way that we could still target customers from competing dealers without breaking the rules set by compliance. This way, our client could not only continue to be successful, but keep the title they so rightfully earned.



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# STRATEGY

Although we couldn't target competitors directly, we could target customers in corresponding areas using geo-fencing. This strategy allowed our ads to be displayed to potential customers based on virtual geographic parameters, an indirect way of reaching competitor territory. With this strategy in mind, we created display ads focused on promoting pre-owned vehicles paired with Clawson's "Engine for Life Warranty" brand-messaging.



## RESULTS

Comparing the behavior metrics of January 2020 to March 2020 we saw:

**+67%**

**IMPRESSIONS**

44,855 impressions  
vs 74,935 impressions

**+45%**

**CLICK THROUGH RATE**

168 campaign clicks  
vs 245 campaign clicks



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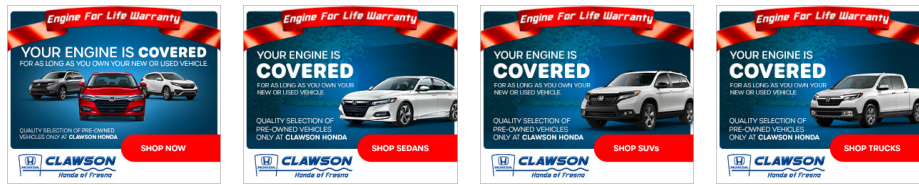
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# CREATIVE EXAMPLES

300x600



300x250



728x90



Geo-fencing Display Ads

# CONCLUSION

When given new guidelines that restricted our marketing campaign strategy, we partnered with Clawson Honda of Fresno to find a loophole. Utilizing geo-fencing display ads allowed us to target potential customers based on their location rather than the traditional direct route. This strategy proved to be successful as we saw incredible growth in comparison to the previous quarter. In total, impressions increased 67% and clicks increased by 45%. These results provided assurance to our client that C-4 Analytics could, and will react effectively, no matter what challenges the market brought to the table.



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