Success Story: Victory Chevrolet

Products: OnTarget • Retargeting

The Challenge
Victory Chevrolet is a new and used car dealership located in Charlotte, NC. The dealership invests most of their marketing budget to advertise on television and radio. The dealership also spends a small amount to list on the corporate Chevrolet website. Victory Chevrolet competes for customers against neighboring car dealers for new and used car sales, which all use similar marketing tactics.

Victory Chevrolet struggled to attract customers to use their service department because of the impression that dealerships simply take too long for car services compared to quick-service shops. The dealership figured out a way to stand out from their competitors and break away from the stereotype of having slow service with their "Fast Lane" service department. Victory Chevrolet had the idea, they just needed a solution for people to find out about it.

The Solution
Victory Chevrolet approached the Gaston Gazette team with their problem, who were able to analyze the dealership's marketing efforts and determine that OnTarget and Retargeting would be the best options for the dealership.

The Gazette team recommended launching two new campaigns that utilized geo-targeted digital display ads. These ads targeted all competitive dealerships within driving distance of Victory Chevrolet. To show a connection to the community, one of the campaigns promoted Victory Chevrolet's top 5 car sales representatives. The second promoted their service department, reinforcing the speed and convenience of using their Fast Lane service.

The Results
In just 12 days Victory Chevrolet started seeing results from the two campaigns run by the Gazette team. Within 12 days the dealership captured 22 geo-conversions from the campaigns, all from neighboring automotive “quick-service” providers. The overall campaign delivered 124 clicks for a .14% click-through rate! On top of great results, GM reimbursed Victory Chevrolet 50% of their advertising investment, increasing their ROI even more.