

Case Study:

Fueling Auto Sales

Client and Challenge

Texas-based auto dealership fueling sales through digital advertising geared to reaching best prospects in real time.

Strategy and Solution

- Knowing digital success is driven by knowing your audience, MNI accessed DataMatch, a deterministically target platform, to identify car purchase intenders.
- Behavior insights revealed that audience targeting would be most impactful across multi-channels including across desktop, mobile, pre-roll video, native and Facebook.

Campaign Success

A 17% lift in sales was achieved through the placement of ads with messaging tailored to channel—video, display, native and more.

Shift into high gear. Connect with an MNI Account Executive near you to build your most successful campaign yet.