



CASE STUDY

Northern Ohio Buick GMC Dealer

AIMLOGIC DELIVERS 99 NEW SALES IN 10 MONTHS

A Northern Ohio semi-rural Buick GMC dealership wanted to reduce marketing expenses while developing a strategy to attract more conquest and same brand buyers more effectively. Enter, NCC's AimLogic.™

After the initial 30 minute Kick Off call, NCC's AimLogic team launched an exclusive custom 30 mile radius around the dealership in the strategic effort to drive high-propensity in-market buyers to the store using direct mail and targeted digital ads to specific prospects - not marketing to the masses.

NCC managed the monthly campaigns, including the predictive analytics, meeting monthly with the dealership to review and compare lead acquisitions to vehicle sales. Within 10 months, 99 vehicles were secured from a combination of conquest and same-brand shoppers.



sales

99 new vehicle sales
captured in 10 months,
from unrealized leads



investment

campaign cost to date
is **\$40,000**



income

total campaign
income **\$178,200**



roi

return on investment
to date is **\$138,200**

" This is one of the easiest programs to use because we don't do any of the work other than what we do best: sell cars. Because of our success we have expanded our exclusive marketing radius to cover a neighboring town to attract buyers in our competitor market. **"** — *Northern Ohio Buick GMC Dealer*