

Case Study: Harley-Davidson Dealership

Client: Teds Motorcycle World

Challenge: Teds is located in Alton, IL (pop. 27,865) and 25mi from St. Louis where the majority of Harley Davidson owners live and has **6 other Competing H-D Dealerships** in the St. Louis area.

Goal: Increase New and Used Harley Davidson Sales

Strategy: We purchased a list from a Data Provider of customers who qualify for the Harley Davidson's April 2016 Promotion and in the market for a new bike. We also wanted to make sure the people in the market thought of Teds when they thought of Harley Davidson.

CAMPAIGN SETUP

Start/End Date: April 1 – April 30, 2016

Pre-Append List Size: 17,293

Post-Append List Size: 8,827

Imp/person/month: 60

Total Impressions: 529,581

CAMPAIGN RESULTS:

Click-Through-Rate: **.141**

% Lift Over Unmatched Records:

Unit Sales: **25.94%**

Profit: **61.64%**

% Change in H-D Sales Over April 2015:

Teds: **+40%**

St. Louis Market: **-20%**

Total Profit From Matched Unit

Sales Data: \$37,351.18

Return on Investment: 252%

Creatives

