

FORD DEALERSHIP CLIENT

DEMONSTRATING THE POWER OF ADVERTISING

SITUATION

WANT TO CUT AD SPEND

Projecting that 2017 was going to show a decrease in sales, this Ford dealer ventured to significantly decrease marketing spend before the new year. To save marketing dollars and test the impact of print campaigns that had been running for over five years, the client cut print efforts by 95% for a three-month period.

INSIGHT

MONITOR SALES PERFORMANCE

Attribution for print campaign effectiveness being a challenge, the local client strategy team set out to assist this dealer in understanding how budget cuts were affecting potential sales. The team shared car registration report trends monthly, tracking share and unit changes to compare the test period to the last five years.

TURNING POINT

MEASURE THE BUSINESS IMPACT

Supporting the dealer's current marketing spend needs, the team aligned previous campaigns to assess the impact on sales and recommend cost efficiencies for future efforts. After the final registration numbers for Q4 2016 were in, the team was able to fully quantify the influence that the hiatus had on the client's business.

IMPACT

SAVINGS THAT COST \$116K



In Q4 2016, as a result of the decrease in campaign frequency, this dealer experienced lowest Ford share in more than five years. This loss of share translated to a unit loss of more than 20 cars a month during the three-month pause, translating into a \$116,000 loss in profits. **Ultimately the dealer restarted more than 60% of the initial print campaigns along with an integrated digital solution. Since this time, the dealer has regained some of the share that was lost during this period.**