

# Driving Foot Traffic to Dealerships With Video

A luxury car manufacturer needed to drive foot traffic to dealerships by reaching a specific demographic. They turned to Conversant for unrivaled audience reach, video personalization, creative execution and unified campaign measurement.

## BY THE NUMBERS

  
**3.1M**  
matched VINs

**79%**  
personalized video engagement rate  
(49% incremental lift over standard video)

**13%**  
lift in foot traffic

## Learn more

  
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## CHALLENGE

The car manufacturer wanted to reach a specific audience of luxury and non-luxury car owners and get them into dealerships. Knowing that video provided the power of sight, sound and motion, the manufacturer looked for a partner that could optimize video creative across specific audience attributes to create a unique experience for each viewer.

## SOLUTION

With our Auto Dimensions data—built on 147 million matched VIN numbers—we identified car owners fitting the brand's audience criteria. Then, using our personalized video product, we tailored each pre-roll message to show the most relevant car model to each viewer based on what they were in market for. Every viewer saw something unique and specific to their interests, wants and needs. The messages were also customized for the viewer's primary language, demonstrating additional knowledge of their preferences and increasing their propensity to purchase.

### To find and deliver personalized videos to the right people, we:

- Identified relevant prospects across our 147 million matched VIN numbers
- Developed the creative framework to deliver personalized media to each viewer
- Measured offline increases in foot traffic

## RESULTS

We measured a **79% engagement rate** for personalized videos, which is a 49% incremental lift over engagement with a standard video creative execution. Additionally, we saw a **13% lift in foot traffic** to dealerships with this specific and hard-to-reach audience.