

AUTOMOTIVE DATA PERFORMANCE

Evaluating Campaign Performance
Against Competitors.

The Problem: An Audit of All Vendors to Compare Performance.

A leading automotive marketing agency reviewed its data partners after a shift in the automotive marketing data landscape. They used multiple 3rd party data partners to deliver permission-based campaigns for several automotive manufacturers across the US and Canada.

Key Metrics for Evaluation

- Email campaign opens
- Email campaign click-throughs
- OEM feedback on post-campaign sales match analysis



THE RESULTS

Future Flow Media Soundly Outperformed the Competition.

Evaluation of Future Flow Media's campaign performance found their Tier 1 conquest campaigns delivered 12% more opens and 25% more clicks than competing data providers. Combining all Tier 1-3 campaigns showed cumulative opens increased by 5-12%, and clicks increased by 25-35% compared to the other data providers. Sales match reporting post-campaign proved Future Flow Media's data was performing successfully by converting auto shoppers to the manufacturers' satisfaction.

TIER 1 NATIONAL CAMPAIGNS

12%

MORE OPENS

25%

MORE CLICKS



SALES MATCH
PERFORMANCE

ALL TIERS INCLUDED

5-12%

MORE OPENS

25-35%

MORE CLICKS



SALES MATCH
PERFORMANCE