



# Automotive Case Study

## The Problem

*A leading automotive company wanted to revamp their lease end strategy because they were seeing a large drop-off in lease renewals. Six months before customers' leases were about to expire, the company wanted to target these customers with a multi-channel campaign across email, direct mail, and display, encouraging them to renew their lease.*

*The company had the following information in their CRM: email address, name and postal address, and year and month of lease purchase. Using their existing email and direct mail services, they were able to target their selected customers with relevant and timely messages, but they were unable to reach these same customers with display advertising online as they browsed the web.*

## The Solution

*The automotive company uploaded to LiveRamp Connect an initial list of email address, name and postal address, year and month of lease purchase for onboarding. We segmented the audience into month-year categories and matched anonymous cookies to these users through our online match network. The matched cookies were then synced to the company's demand-side platform.*

*The automotive company used the segments within their demand-side platform to run relevant banner ads to customers whose leases were imminently expiring. They augmented their email and direct mail campaigns with subtle touch banner ads while their target users surfed the Internet.*

## The Results

*The automotive company was successfully able to run a multi-channel campaign offline and online targeted to specific users of interest.*

*They saw:*

- *Greater engagement across every channel*
- *Increased inquiries into lease renewals*



increased channel engagement



increased renewal inquiries