

INFOCORE

CANADIAN CONVERSION

HOW INFOCORE INCREASED CAR SALES UTILIZING A SUCCESSFUL EMAIL MARKETING CAMPAIGN

ABOUT US

Since 1992, Infocore has helped marketers build strong relationships with potential and existing customers.

YOUR PARTNERSHIP WITH INFOCORE DELIVERS:

- Volume pricing from our vetted data suppliers
- Campaign management expertise
- Direct to consumer efficiency

OUR CCI (CONTINUOUS CAMPAIGN IMPROVEMENT) APPROACH OFFERS:

- Testing rooted in direct marketing principles
- Monitoring and analyzing results
- Applying learnings from current campaigns to future programs to improve results



CHALLENGE

Our client wished to source high-performing audience data in order to execute an email marketing campaign directed toward Canadian customers that would drive sales for an import auto OEM.

SOLUTIONS

Infocore's data-agnostic approach led us to a vetted and CASL-compliant data provider. We received a list of Owners who owned competitive vehicles that were manufactured in 2008 to 2018, indicating that they may be in the market for a new car due to the age of their current car.

In addition, we received a list of Intenders for the focus vehicle as well as for competitive vehicles with In Market Timing of 0 to 6 months. The data was segmented by household income, age, education, province and language (French or English).



RESULTS

At completion, we received a very thorough sales report categorized by our chosen data segmentations as well as contract type (lease, loan or cash purchase). Our sales match analysis was done at 45, 90 and 120 days post campaign and includes conversions for all of the brand's models, including its luxury line.

We measured our success by total Lift Over Control. In this case study, the Control was .4% and our Lift was 1.15%. Our Conquest Sales Range (sales by Intenders of competitive brands) was .45% to .65%. Our sales match data was cumulative and showed the total growing over time.



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CLIENT TESTIMONIALS

"We count on Infocore to give us the best data available to reach our client's target audience and they never let us down. They vet the data from multiple vendors so we don't have to and I know I can trust their recommendations - they make my job so much easier!"

- Rapp Agency
Director, Experience Analytics

"The Infocore team has taken responsiveness to a whole new level. We rely on them every day and they always meet our needs."

- Epsilon
Regional Vice President

"Infocore does so much more for us than just execute email campaigns. They take a consultative approach and advise on everything from industry trends and best practices to the best day-of-week for deployments. Overall, they have improved our campaign performance with high-performing data sources."

- Maritz Motivational Systems
Senior Direct Marketing Strategist

TOTAL BRAND CAR SALES

(shown as range)*

	AT 45 DAYS	AT 90 DAYS	AT 120 DAYS
TREATED	.25% to .40%	.41% to .75%	.76% to 1.15%
CONTROL	.05% to .13%	.14% to .20%	.20% to .40%

TIMING

Statistically, the winter months see lower sales in Canada; however, there is month-to-month consistency as no month takes less than 5% or more than 11% of total sales for the year, making every month a worthwhile investment to push for more sales.

With our strategic approach and comprehensive agency support, the timing of this case study was just over 4 months - from September to December. We had 1 month of planning before email deployment, then matched sales for 120 days.

CONSUMER VEHICLE SALES IN CANADA BY MONTH**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2016	108,572	119,225	175,183	200,384	194,934	191,088	173,304	172,034	173,460	154,542	160,573	125,600	1,948,899
	6%	6%	9%	10%	10%	10%	9%	9%	9%	8%	8%	6%	
2017	110,945	123,032	187,540	197,203	216,861	203,486	181,834	183,945	186,837	164,214	158,653	124,247	2,038,797
	5%	6%	9%	10%	11%	10%	9%	9%	9%	8%	8%	6%	
2018	117,281	125,530	186,447	191,856	215,407	200,156	175,317	180,942	172,974	161,125	143,668	114,289	1,984,992
	6%	6%	9%	10%	11%	10%	9%	9%	9%	8%	7%	6%	
2019	111,105	123,326	184,150	183,238	202,314	179,013	173,579	181,867	167,436	160,838	144,345	110,238	1,921,449
	6%	6%	10%	10%	11%	9%	9%	9%	9%	8%	8%	6%	

CONCLUSION

At the end of 120 days, our sales match data showed that our email marketing campaign was a success as it positively contributed to a lift of 1.15% in car sales. Sales across the brand's suite of cars also proved that our high-quality, high-performing audience data, based on strategic demographic segments, was accurately targeting the right consumers at the right time.

*Results vary by client and campaign. **Data sourced from: <https://www.goodcarbadcar.net/> and <https://www.marklines.com/>



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