



Look-A Like Modeling and Attribution Strategy for Hennessy Auto

Jaguar & Land Rover



The Objective

Use state-of-the-art technology to identify prospective buyers via their devices to serve online ads to all of their connected devices located within their home or business. In addition, build a macro composite audience using over 200 different data points to create a macro look-a like audience of the previous quarter's buyers.

Our Strategy

Target a look-a like audience that has been modeled after the automotive group's first party data. Serve online ads to this audience located within 3 geographic areas specific to the dealerships. As customers engage with the ads, Digital-Ignite scores their interest and continues to serve messaging with more strategic calls to action to further encourage them to move through the consideration phase and ultimately convert. The frequency of the ads being served increases as the prospective buyer moves through the sales funnel.

Success by the Numbers

Digital-Ignite's unique strategy over-delivered on campaign goals through all objectives set, and provided an optimal path to player completion rates by utilizing two of the most groundbreaking channels available on the market. Through selective, premium media buys supported by reach and scale strategies, we saw campaign numbers grow to exceed expectations and contribute to a 94% player completion rate, a 0.14% CTR and more than a million impressions in less than a week.



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Ongoing Results

Digital-Ignite matches back unique identification information to Hennessy's monthly sales manifest as a means to show full attribution and return on advertising spend (ROAS). Each month this data is compounded to further refine not only the data pool but customers most likely to react and score a lead with the strategy in play.

Client Background

Hennessy Auto is a multi-rooftop dealership located in the Atlanta DMA. The Land Rover and Jaguar brands provide Hennessy Auto with a co-op package which includes funds to execute a digital campaign using Digital-Ignite's best in class technology and attribution strategies.



About Digital-Ignite

Digital-Ignite is a marketing agency powered by data. Our technology aligns your data with a custom strategy designed to achieve your goals and deliver results. In addition to leading-edge advertising technology, we offer a full suite of marketing and advertising services.



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