



Direct Mail Retargeting Case Study

How sMedia's **Direct Mail Retargeting** helped a Virginia Dealership Group **sell 7 extra vehicles**

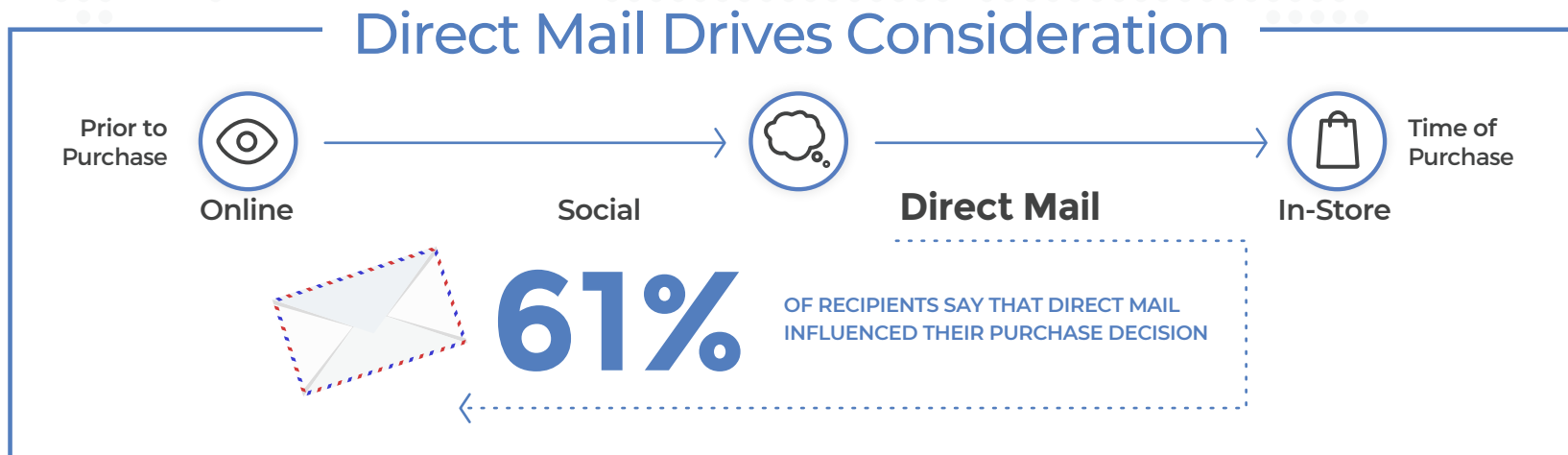
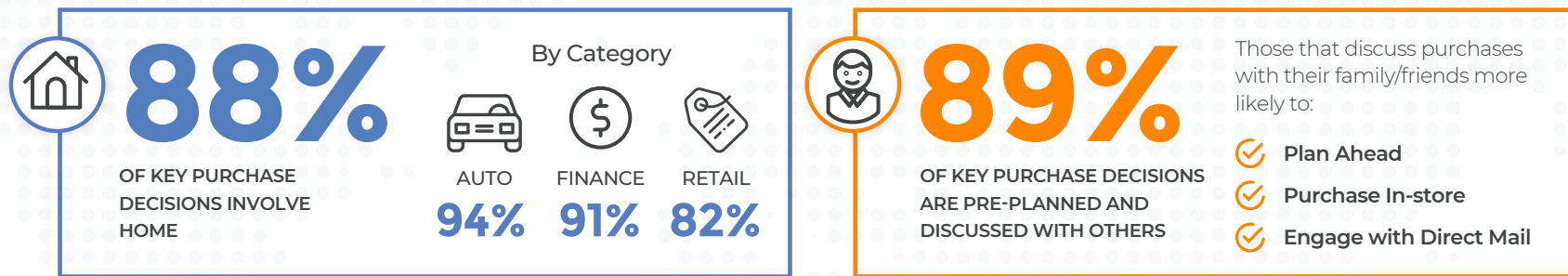
A **Virginia Dealership group** partnered with **sMedia** to drive more in-store visitors. They were eager to try new strategies to retarget shoppers who viewed their vehicles online.

When **sMedia** suggested their Marketing Manager to try **Direct Mail Retargeting**, they allocated a small budget to incentivize shoppers with relevant offers - right in their physical mail boxes.



Why does **Direct Mail Retargeting** work?

When you reach your buyers at their homes, you ignite a conversation.



How sMedia incentivized car sales

When shoppers look at vehicles on dealership's websites, sMedia is tracking their behavior to spot purchase intent.

Interested shoppers later receive an offer in the mail for the exact car they were browsing. Connecting with potential buyers at their homes speeds up the decision making process by facilitating the conversation about purchasing a vehicle.



The results

In one month:

sMedia retargeted buyers with **262 cards**. The dealership group had sold **152 cars**.

7

MATCHES

We found **7 matches** between cards sent to physical address and sold cars

4

EXACT CARS

We influenced **7** sales total, **4** of which were the **exact vehicles** on the mailouts

\$74.85

CPA

The dealership group spent **2\$** per mailout, **\$524** total, resulting in **\$74.85** Cost per Acquisition (car sold)