CLIENTCOMMAND®

2024
Audience Case Study

The Year of the Audience

We have deemed 2024 as the Year of the Audience. What does that mean? We believe that dealers need to be paying more and more attention to who they are targeting with their marketing. Automotive has been using the same audiences for years without knowing how effective they actually are. Sure, you can look at the traditional marketing measurements that allow you to see open rates and click through rates, but with the innovations in audience identification, dealers need to zoom in and understand the true make-up of their audiences, not just how they are engaging with marketing.

What's in this Case Study?

We decided it was time to double-click on the lists commonly being used for marketing in automotive. We are not satisfied with just looking at engagement rates, we want a full view of the audience which is only possible with the Active Shopper Network®.

We took common audiences from our sample dealer set and analyzed them for Active Shoppers®. We wanted to know what percentage of the people in the audiences, used in automotive for decades, were actually in the market for a car. Sure, they may open an email or click on an interesting ad, but are they truly in market for a car?

Here are the common automotive audiences we analyzed:

CRM: Marketing Lists which depend on various CRM targeting.
DMS: Marketing Lists which depend on various DMS targeting.
In-Equity: Equity Mining tools which work with DMS and/or CRM.
Demographic: Marketing Lists which depend solely on demographic targeting.
In-Market: Marketing Lists which depend solely on In-Market Prediction.
Vehicle Owners: Lists targeting specific make/model owners in your market.

2024 Audience Case Study
CRM

CRM Analysis

The first audience we analyzed was one that almost every dealer utilizes for their marketing audiences. Most people within the CRM have interacted with your dealership in one way or another. Whether they have been in your store or submitted a lead on your website, it's a traditionally effective list for marketing.

3.4%
Active Shoppers®

96.6%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample CRM audiences is **3.4%.**

Audience Ranking:

Compared to all of the other audiences we analyzed, CRMs ranked 4th most effective. It does not warrant abandoning your CRM marketing efforts fully, but it does right-size how many ad dollars are allocated to engaging CRM contacts.

Ranked
#4
in Audience Efficiency

2024 Audience Case Study
DMS

DMS Analysis

The next audience we analyzed was one of the most engaged lists for dealerships. A dealer's DMS is their bread and butter for marketing campaigns focused on retaining their customers. Many dealers rely directly on their DMS to ensure they are not losing sales on the back-end to their competitors, but is it an efficient audience to engage with your marketing dollars?

3.6%
Active Shoppers®

96.4%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample DMS audiences is **3.6%.**

Audience Ranking:

Much like the CRM analysis, our DMS analysis was much lower than we expected. Sure, the DMS does include people who recently purchased a vehicle, but at 3.6% it is ranked 3rd out of the traditional marketing audiences we analyzed.

Ranked
#3
in Audience Efficiency

2024 Audience Case Study
In-Equity

In-Equity Analysis

It's time to dive into one of the most controversial audiences available in automotive. Every dealer and vendor in automotive has a different view of In-Equity audiences. Are they still accurate? Or, have the ups and downs of the U.S. economy rendered In-Equity lists obsolete?

5.3%
Active Shoppers®

94.7%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample In-Equity audiences is **5.3%.**

Audience Ranking:

Let's answer the question. Are In-Equity audiences obsolete? The answer is no. But with only 5.3% of consumers in these audiences currently shopping for a car, it drastically shifts the investment dealers need to be making here.

Ranked
#2
in Audience Efficiency

Demographics

Demographics Analysis

This next audience is one that is a little more variable according to what demographics you are specifically targeting. We analyzed lists focused primarily for tv and radio based on age, income, and credit score. The goal for these audiences are primarily brand awareness, but we still felt like we needed to include it within this report in case you were interested in how many Active Shoppers® were included in these brand awareness audiences.

1.9%
Active Shoppers®

98.1%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample demographic audiences is **1.9%.**

Audience Ranking:

As expected, this audience had the lowest percentage of Active Shoppers®. There is always value in building your brand, but if you're looking to move the needle in your sales today, this obviously is not the route you want to take.

Ranked
#6
in Audience Efficiency

2024 Audience Case Study
In-Market

In-Market Analysis

The In-Market audiences are the most intriguing marketing lists when it comes to our analysis. For those that do not know, In-Market audiences are referring to audiences from Google, Meta, Amazon, etc. These companies sell lists based on behaviorial data from their sites. Sure, you receive the power of "big data", but how accurate are these lists?

20.5%
Active Shoppers®

79.5%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample In-Market audiences is **20.5%.**

Audience Ranking:

Interestingly enough, this was the highest ranking list within our study. It obviously is not even hitting 25%, but compared to the other traditional marketing audiences, In-Market audiences faired well.

Ranked
#1
in Audience Efficiency

Make/Model Analysis

The last audiences we analyzed were our Make/Model audiences. These lists target specific make/model owners in a market area. Much like our In-Equity audiences, they focus on the current vehicle owned by a consumer. Are they as effective as In-Equity lists, or would you better spending your ad dollars somewhere else?

2.3%
Active Shoppers®

97.7%
Not Shopping

Our findings:

According to the Active Shopper Network®, the average percentage of Active Shoppers® found in our sample Make/Model audiences is **2.3%.**

Audience Ranking:

As expected, the Make/Model audiences performed about half as well as In-Equity lists. These audiences are not quite as inefficient as our Demographics lists, but it's close!

Ranked
#5
in Audience Efficiency

2024 Audience Case Study
Summary

Summary

Overall, the 2024 Audience Case Study shed light on the inefficiencies within the common automotive audiences. The goal of this study was to help educate dealers and enable them to right-size their marketing spends within each of these audiences. Based on our findings, these audiences are not obsolete, but they need to be properly understood to be used effectively. We'd be remiss if we did not mention what we believe to be the #1 ranked audience in automotive, the **Active Shopper Network**®. Client Command's proprietary data platform out performs every one of the audiences we analyzed within this study. Build your risk free audience today to see for yourself how many Active Shoppers® we see in your market: https://clientcommand.com/request-a-demo/

Final Rankings & Overview of Findings:

Rank (1) In-Market - 20.5% Active Shoppers®

Rank (2) In-Equity - 5.3% Active Shoppers®

Rank (3) DMS - 3.6% Active Shoppers®

Rank (4) CRM - 3.4% Active Shoppers®

Rank (5) Make/Model - 2.3% Active Shoppers®

Rank (6) Demographics - 1.9% Active Shoppers®

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