Accelerate your sales-event campaign

5 ways to reach the right buyers
Automotive sales events often have great names like Happy Honda Days, Sign then Drive, a December to Remember … the campaigns can bring out great emotions or are sometimes kitschy and fun. Either way, they have a tendency to be memorable whether we’re in-market for a new vehicle or not. But beyond these catchy jingles, sales events are designed to get shoppers through those dealership doors to move the metal during a specific time of year—to take the brands up on the incredible sales offers and even pull forward some of the demand.

Getting your message to the most relevant group of will-be buyers is the goal of any sales-event campaign. At Oracle Data Cloud, we deploy audience plans for various campaign types, with sales events one of the most common. Here are five best practices to ensure your sales-event campaign reaches the right consumers that will head to the dealership to buy.

1. **Leverage active shoppers on your brand properties to segment and customize sales messaging**

   Those shoppers on your websites and mobile apps building vehicles, looking at pricing and locating dealers clearly are a prime target to pursue for your sales-event campaigns. These prospects reached out to get more information about your brand and your vehicles. And while engaging shoppers originating from your properties is common, adding additional data science to those audiences allows you to segment more appropriately. For example, marketers can orchestrate campaigns specific to visitors of your properties who are current owners of your vehicles, and separate messaging strategies to those who own competitive vehicles.

   While the value of visitors to your brand properties is huge, it represents only a small piece of the pie of those who are truly in-market.

   A recent Oracle Data Cloud analysis shows that for many brands, only about **25%** of their vehicle purchasers visit their brand properties before purchasing.

So OEM site key-performance indicators aren’t necessarily important to optimizing to buyers. It’s imperative to look beyond your own site and find consumers on other automotive shopping properties as well.
2. Capture ripe prospects by targeting active shoppers on automotive properties

Expanding your reach beyond your brand properties to those active shoppers on automotive sites is critical. Edmunds powered by Oracle audiences represent a highly effective way to reach consumers likely to buy in the next 30 days.

But it’s not a one size fits all. It’s important to start by building the most appropriate audience for the target model, then leverage body style or segment to expand your reach for potential conquesting. Utilizing online cross-shopping data will help further zero in on the most responsive to your vehicle ... it might even expand the conquest opportunity beyond what you traditionally think of as your competitive set. This becomes increasingly important as consumers move to different vehicle segments and may cross those traditional boundaries.

3. Focus messaging on near-market audiences to pull demand forward

Once you’ve checked the boxes on the prime prospects for sales-event programs, targeting near-market consumers can help pull demand forward, adding more potential buyers to your campaign. The appropriate messaging to near-market consumers helps encourage them to head into the dealership to check out the great offers during the sales event, even though they are not actively looking. Fine-tuning near-market consumers with past-purchase behavior, lifestyle attributes and other indicators is equally important to ensure you don’t miss those key prospects that could be lured by the right offer.

Oracle Data Cloud and IHS Automotive provide powerful audiences (DLX Auto powered by Polk) utilizing 20+ years of purchase behavior to identify who is likely to be in-market and when by understanding vehicle purchase...
patterns over time. And, this data isn’t just a broad in-market signal, it gets very specific about what vehicle segment and model consumers are likely to be interested in.

These audiences present opportunities to target Super Loyalists of your brand and for those Nomads from competitive brands—for conquering opportunities—ideal for the pull-ahead opportunity of a sales event. It’s even possible to get more targeted by utilizing Leasing Audiences to further refine lease vs. buy messages.

4. **Leverage key words that deliver a strong sales signal. Want to go deeper?**

Further hone the audience by targeting consumers searching for specific incentive keywords. Develop customized keyword audiences to find consumers engaging with content such as: auto deals, auto incentives, auto sales events, affordable cars, car discounts, car sales events, best car deals, new car deals and car incentives. We can blend those consumers with shoppers for your specific target vehicle, identifying consumers engaging with those keywords in the past 30 days and in-market for your target vehicle.

5. **Use deal-seeker audiences to connect with those highly engaged**

One last step is to identify consumers actively looking for a deal on a new vehicle based on their online behavior. There is a wide array of deal-seeking segments that can identify the precise audience most open to an incentive-based message. This allows you to find those consumers passionate about getting a great deal, and create stronger engagement into their shopping and buying process.

And, of course, get out in front of it! Don’t wait for a sales event to start targeting shoppers and soon-to-be buyers. Utilizing an always-on strategy to enhance brand awareness and help land on the consideration set for key consumers is critical to laying the groundwork for any great sales-event campaign.

It can be overwhelming with so much to consider to create the best audiences for online targeting. But, your data-driven automotive experts can help. We’ll gladly put together a priority list of audiences, and even create customized audiences specifically for your next sales event as part of the most complete targeting strategy.