

# Luxury Auto Brand Increases Test-Drive Signups and Quote Requests with Hyperlocal Digital Advertising

**MAXPOINT SPOTLIGHT**  
Luxury Auto Brand

## Goal

Boost test-drive signups and requests for vehicle quotes on the luxury auto brand's national certified pre-owned (CPO) landing page.

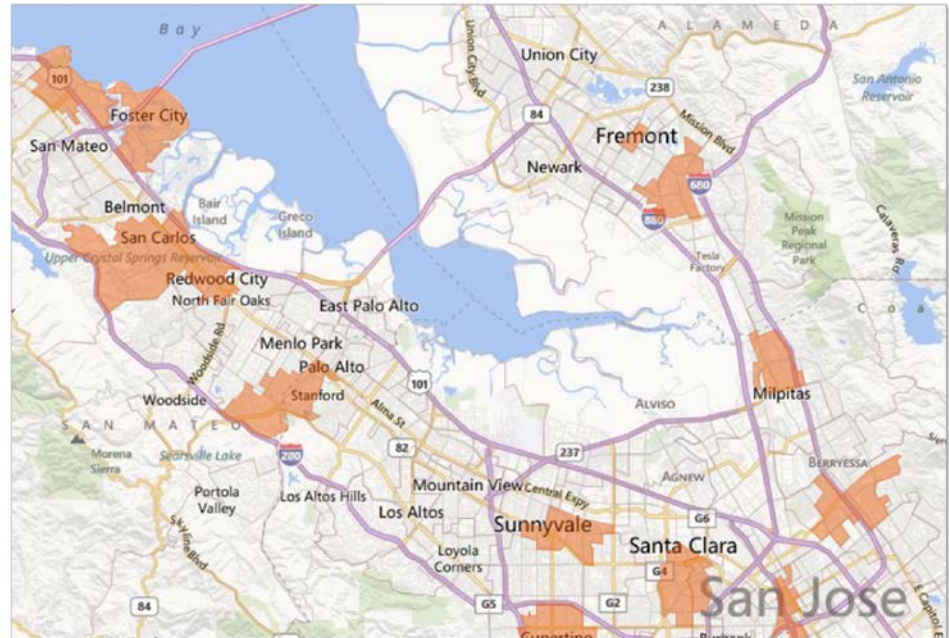
## Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for adults ages 25–54 with household incomes of \$100,000 or more. Neighborhoods nationwide that were in market for luxury cars and that were within 25 miles of dealerships were served digital ads driving traffic to the brand's national CPO landing page. MaxPoint gathered and analyzed data from the campaign and optimized in real time to find more consumers likely to perform the desired actions on the landing page.

## Results

By using MaxPoint's hyperlocal digital advertising solution, the luxury auto brand increased test-drive signups and quote requests. Overall, the brand achieved a 74% lower cost per action than its benchmark.

## Top Responding Neighborhoods



● Neighborhoods showing strong intent to purchase near San Jose, CA