

Affinitiv Adds Instagram Social Ads to Auto Dealer Conquest Campaigns

Connectiv Prospect update doubles social media impressions & decreases Cost Per Vehicle Sold, at no additional cost to dealers



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7, 2019 /EINPresswire.com/ -- Affinitiv has added Instagram social ads to [Connectiv Prospect](#), its conquest campaign marketing solution for auto dealerships. In a 30-day pilot at Cullman Chrysler-Dodge-Jeep-Ram dealership in Alabama, the Instagram update more than doubled the number of social impressions compared to Facebook ads alone, from 20,019 impressions in September 2018 to 45,878 impressions in October 2018.

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Scot Eisenfelder, CEO, Affinitiv

After four months on Connectiv Prospect, Cullman CDJR decreased its Cost per Vehicle Sold (CPVS) from \$250 to \$167. For auto dealers, CPVS is a key metric used to determine the return on investment of conquest marketing campaigns. In general, a CPVS of \$300 or less is considered a desirable ROI.

"Marketing to car shoppers via traditional channels such as television, radio and direct mail drives the CPVS up," said Eisenfelder. "Digital marketing, with the power of predictive analytics behind it, allows dealers to target only in-market shoppers."

Affinitiv campaign data shows an average 77 percent increase in reach when social media advertising is added to a traditional marketing plan. The reason is simple; social media is where consumer attention is focused. On average, people spend more than three hours per day on mobile devices, and one in five mobile minutes are spent on Facebook or Instagram.

Instagram has 700 million active monthly users, eight million business profiles and over one million active advertisers. The platform reaches a large segment of consumers who are not active on Facebook. According to Instagram internal data:

- 80% of Instagram users follow a business on Instagram
- 60% of users learn about a product or service through Instagram

- 75% of users take action after being inspired by a post
- 78% of adults age 18-24 use Instagram

Using Facebook and Instagram platforms together have proven to be a more cost-effective solution than running a standalone campaign on either platform.

Connectiv Prospect is a digital-only marketing solution designed for auto dealer conquest campaigns in both sales and service. Several packages are available based on a dealership's needs, with strategies that include email, social media advertising, display advertising and optional geo-fencing.

In service, Connectiv Prospect is often used in conjunction with a dealership's existing manufacturer [owner retention program](#) (ORP). The addition of digital marketing is proven to significantly improve key fixed ops metrics including RO count, customer pay dollars per RO and service revenue.

Affinitiv identifies in-market car shoppers and service prospects by analyzing data from multiple sources, including 200+ million auto owners with 175+ lifestyle demographic options and independent repair facility service records.

Additional targets include Super Responders, consumers driven by life-changing events that often precede the purchase of a new vehicle; including newlyweds, new parents, parents with teen drivers, college bound students, divorcees and recently moved.

This data is combined with analysis from consumers' online behavior to accurately identify in-market prospects. Affinitiv has the industry's largest auto intender file containing data from buyers who have confirmed they will purchase or lease within 120 days.

The Instagram update is available to auto dealers using Connectiv Prospect at no additional cost.

For more information on Connectiv Prospect, visit booth #2139S at the NADA Convention and Expo in San Francisco, CA. Schedule a demo at <http://bit.ly/Affinitivdemo>

For more information on Affinitiv, visit www.affinitiv.com.

About Affinitiv:

Affinitiv is a leading marketing technology company serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv's Connectiv1 Platform is designed to provide a 360° view of customer, vehicle, dealership and marketing campaign effectiveness all in one place. It makes it easy for auto dealerships to leverage data and target customers with the right message at the right time on the right communication channel.

Affinitiv enables dealerships to produce, manage, measure and optimize omni-channel communications to drive brand loyalty and increase revenue. Affinitiv's digital and analytic capabilities support a consistent customer experience through the entire ownership lifecycle. Affinitiv was formed in 2016 and is headquartered in Chicago, IL.

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