

Optimizing Mazda of Claremont's Digital Marketing Strategy with VIN IQ

The Challenge

When Ram Tehrani stepped into the role of General Manager at Mazda of Claremont, he was concerned with the lack of transparency of marketing performance. It became challenging to identify which campaigns and vendors were truly beneficial to the dealership's success. This issue is part of a broader problem within the automotive industry, characterized by the algorithmized approach that over-exposes some vehicles and fails to target the vehicles in most need of exposure. This imbalance leads to marketing waste and unnecessary spend that results in slower turn than possible and more unneeded markdowns. Left unchecked, the situation compounds over time, as marketing budgets inflate without corresponding increases in sales or leads, leaving dealers to question the value of their efforts.

VIN IQ

BEFORE

A 6 MONTH STUDY

AFTER

Paid VDP Clicks on 10 Vehicles

55%



27%

Paid VDP Clicks on 2 Vehicles

29%





10%

Unnecessary Spend

$13,139



$6,653

Mazda of Claremont's Dilemma

Leveraging VIN IQ's free marketing analysis, customized to his dealership, Ram sought to gain actionable insights into Mazda of Claremont's marketing performance. The analysis provided by VIN IQ highlighted the disproportionate allocation of resources, resulting in marketing waste and an inflated marketing budget without corresponding returns.

Vendor Issues



Vendor A
Driving no meaningful traffic.



Vendor B
Driving meaningful traffic, but at too high a cost.



Vendor C
Great cost and visibility, but only on a few cars.

Marketing Waste

A majority of the paid traffic (55%) was allocated to the same handful of cars in the inventory. Two used vehicles, a Bentley and a Tesla, were drawing most of the paid traffic (29%). Significant traffic (6,551 clicks) was sent to an SRP or the homepage and resulted in zero viewed VDPs.

All case study data and outcomes are based on Mazda of Claremont's VIN IQ experiences from June 2023 to December 2023.

The VIN IQ Results

After the VIN IQ free marketing analysis:

- Identified under performing vendors and ineffective marketing campaigns
- Canceled Vendor A
- Reallocated marketing dollars to launch VIN IQ optimized campaigns

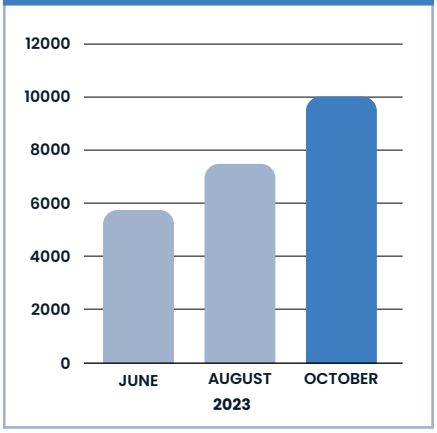
After 60 Days:

- 23% Increase in VDP traffic
- 43% improvement in marketing spend efficacy
- Canceled Vendor B

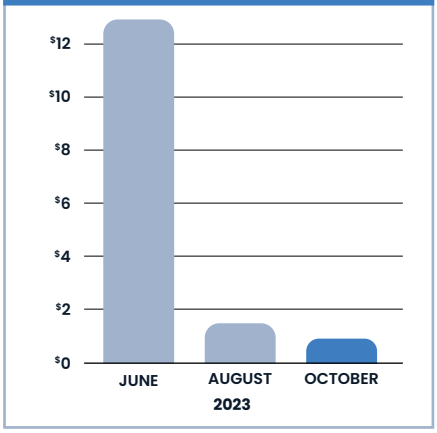
After 120 Days:

- 33% increase in VDP traffic
- 40% reduction in cost per VDP view
- Canceled Vendor C

VDP CLICKS FROM CAMPAIGNS



COST PER VDP



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THE OUTCOME

46% reduction in unnecessary spend.

40% improvement in marketing spend efficiency.

30% increase in VDP views with VIN IQ marketing campaigns.

18% increase in sold VINs from paid traffic.

14% reduction in monthly total marketing spend.

Overall reductions in Cost per Visitor, Cost Per VDP, and Cost Per Sold.

> *"VIN IQ provided me with the transparency I needed to evaluate my marketing strategy, identify unnecessary expenses and achieve better marketing performance with greater efficiency."*

RAM TEHRANI GENERAL MANAGER, MAZDA OF CLAREMONT

Want to learn more about Mazda of Claremont and VIN IQ?

Visit https://bit.ly/mazdaofclaremontCS for the full story.

Know More, Do More with VIN IQ

Get started with your free Marketing Analysis and a VIN IQ team member will:

- Analyze and understand the issues you're experiencing with your sales and marketing
- Discuss the best marketing strategies that fit your dealership's needs
- Set up a free marketing performance analysis custom to your dealership

VIN IQ

For more information contact sales@viniq.io