

THOMAS

When Thomas Dodge decided it was time to change their selling philosophy to One Low Price, No Hassle, No Haggle, Zero Negotiations, and Best Price First, Thomas Dodge turned to us.

The key to this project was target domination. One job was to find a marketing strategy to dominate display web advertising around the store location.

the solution

Through the Behavioral campaign we were able to reach in-market auto shoppers efficiently and cost effectively, a new and larger audience, and build awareness to consumers who are in the market to purchase a new or used vehicle.

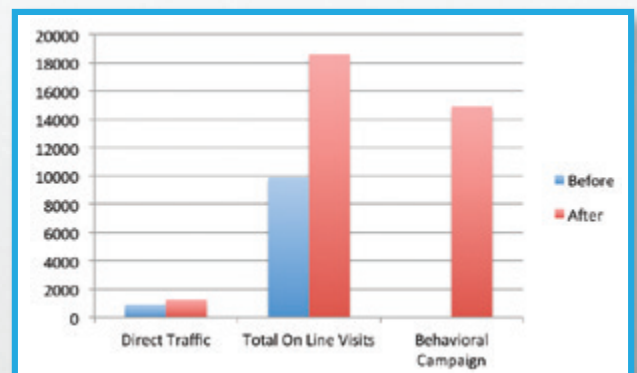
Offering a consistent message to the audience across all channels, TV, Radio & Newspaper help the campaign come full circle.

With Dynamic Ad Units or Expandable In-site Ads, the user hovers over the ad and their complete site opens in a separate window “inside” the page visited. This new technology increases campaign’s performance, site engagement, site visits, and ad interaction rate.



the results

The launch of the One Price Campaign hit the ground running with overwhelming success. Their overall goal of achieving increased web site traffic was shattered. The following are just a few of the impressive statistics of improvements in the web traffic.



“Rocklin Irving delivered a simple but extremely effective marketing plan that wowed us and generated traffic online and in our store!”

Frank Kowalski, Thomas Dodge, General Manager