

TITAN MOTORS OUTPACES THEIR INVENTORY & INCREASES FINANCE APPLICATIONS



Challenges

Titan Motors faced the challenge of increasing finance applications, leads, and branded outreach efforts. They needed to identify key audiences, including subprime and new potential customers in their DMA that were ready to convert.

Solutions

To address these challenges, Dealer OMG worked with Titan Motors to identify key audiences using first-party data. The company created a strong creative strategy that focused on sub-prime and near-prime audiences and branding rather than VDP views and inventory marketing. The strategy included 2nd chance credit opportunities, customer experience branding, and outreach efforts.

Results

Dealer OMG's efforts resulted in a definitive return on ad spend (ROAS) for Titan Motors. The strategy also resulted in an increase in finance applications, leads, and our advertising efforts were even able to outpace their inventory opportunities. As a result of these paid advertising efforts Titan Motors experienced a 200% turn rate throughout 2022.



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