

AutoHook and Subaru of America:

Driving showroom traffic with integrated technology



Driving showroom traffic with integrated technology.
www.DriveAutoHook.com

THE CHALLENGE

One of the nations fastest growing Automotive brands, Subaru of America, recognizes the influence of digital marketing to fuel exponential growth. The Central Region in particular continues to adopt progressive, results-driven technology to drive sales.

With a surplus of Subaru Forester inventory on retailer lots, and a sound digital marketing strategy, the region sought a solution to increase web conversion and drive additional, quality traffic into the retailer showroom. AutoHook's test drive campaign solution did just that.



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THE SOLUTION

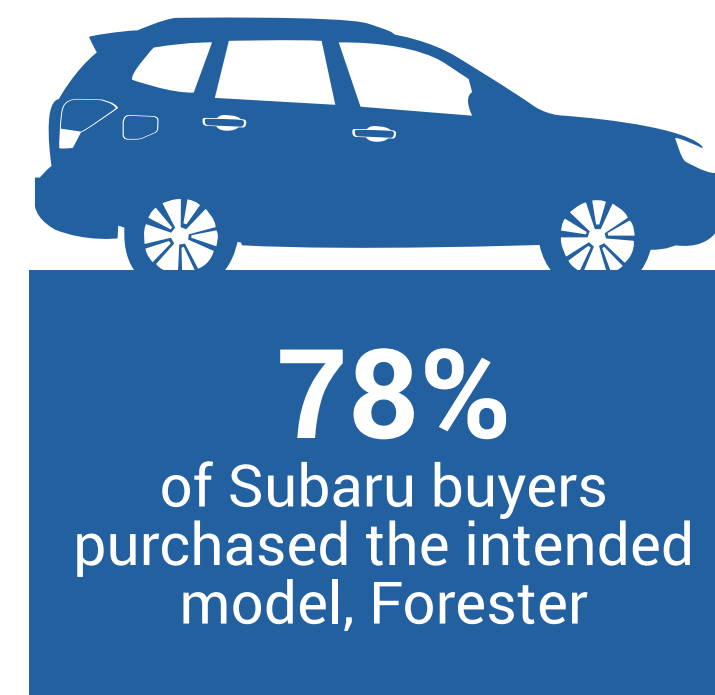
By offering test drive incentives through AutoHook's responsive technology, Subaru was able to specifically target website visitors searching Forester inventory and convert them from online shoppers to in-store shoppers.

By further integrating these test drive incentives into the region's digital advertising strategy, they were able to retarget previous website visitors and expand the relevant reach onto multiple networks.

*Digital advertising powered by Dealer.com



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THE RESULTS



**“AUTOHOOK’S CAMPAIGN HELPED US BRING 43%
OF OUR LEADS IN FOR TEST DRIVES...”**

THE RESPONSE

The thing I find most effective about AutoHook solutions is they are effective and easy to implement at the retailer level. AutoHook offers training for retailers at the start of a campaign, and facilitates enrollment. The retailers caught on quickly and incorporated the process into their normal sales routine on the fly. We had very few, if any hiccups during the campaign from prospects or our retailer partners – something that rarely happens in activation campaigns such as this.

AutoHook’s campaign helped us bring 43% of our leads in for test drives, and a very high percentage of those prospects ended up buying a new Subaru. So, AutoHook was obviously reaching high quality prospects for us. We are very happy with the results.

— Jim Schmitt, Subaru of America Central Region



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