

Catch 'Em All: C-4 Analytics and Google Team Up to Talk Market Share at Digital Dealer

C-4 Analytics and Google discuss digital marketing strategies at Digital Dealer 21 in Vegas August 8th

Boston, MA ([PRWEB](#)) August 06, 2016 -- Like a Pokemon Go player, auto dealers need to catch 'em all: in-market new and used car buyers. At Digital Dealer 2016, World Record-holding digital marketer C-4 Analytics will team up with Google to show dealers how to maximize their market share with innovative digital campaigns.

During 2015 C-4 Analytics and J.M. Lexus teamed up to create a series of campaigns that helped the Florida dealer sell 10,000 vehicles in a single year, setting a World Record. The theories behind those campaigns will be discussed on Monday, August 8, at Digital Dealer in a presentation hosted by C-4 Analytics Executive Vice President Justin Cook and Google Agency Development Manager Candace Jordan.

“We could be entering a phase where market share becomes critical, as dealership inventories are at five-year highs,” said Cook. “Dealers will not move that inventory by preaching to the choir of current brand customers. Dealerships must increase market share to drive growth, and any dealership can benefit from this strategy, even if it’s already number one in its market.”

Cook pointed out that J.M. Lexus was already the number-one Lexus dealer in the world by volume when C-4 Analytics was hired to help them grow sales. The secret to C-4 Analytics’ success was targeted campaigns using the Google Display Network that captured the attention of buyers looking at other luxury brands.

In-depth data analysis gave C-4 Analytics the confidence to pursue off-brand display advertising for their innovative conquest campaigns, which capitalize on auto buyers’ tendencies to shift brands during the decision-making process. Bolstered by remarketing, these campaigns delivered strong leads and conversions well within the company’s return-on-investment (ROI) targets.

“This is the kind of innovation that Google wants to inspire with all of our partners,” Jordan said. “These conquest campaigns challenged the idea that off-brand advertising was too expensive. C-4 Analytics found a way to make them work and deliver strong results for their clients.”

During the Digital Dealer presentation, Cook and Jordan will discuss additional strategies beyond the conquest campaigns to help dealerships improve market share. Cook sees market share as the new front line of competition in digital marketing, with the potential for greater success as customers spend more time on mobile devices.

“Blanket strategies like keyword-based pay per click campaigns, still have great value, but advances in digital targeting have created new opportunities that savvy dealerships need to explore to improve their market share,” Cook explained. “Without strong, targeted advertising campaigns, auto dealers will see their advertising costs increase and miss opportunities to engage the online customers they need to grow sales.”

About C-4 Analytics



Headquartered in Saugus, Mass., C-4 Analytics is a top-10 company on Deloitte's 2014 Technology Fast 500, a fastest-growing private company on the Inc. 5000, a certified Google Premier Partner and the first agency to bring accountability to online marketing. C-4 Analytics delivers real, measurable results to its clients by using analytics to identify and track customer-acquisition channels — and the related costs — so that they can determine which marketing streams are most profitable.



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