Pellizzi & Co. Case Study

ROYAL ENFIELD MOTORCYCLES

4,224

DEALERSHIP VISITS

Nearly 80x the rate of a typical auto campaign.

The Strategy

Here's the thing.

SITE TRAFFIC IS NOT THE SAME AS DEALERSHIP TRAFFIC.

PROBLEM

Royal Enfield used Google Ads to drive traffic to their website. However, they were struggling connecting site traffic and other marketing efforts to actual dealership visits, disarming their ability to hold dealerships accountable for sales.

SOLUTION

The Streetview Program, a unique media offering of Pellizzi, which uses smartphone device ID and geofencing capabilities to track phones served with banner ads and then verifies whether that smartphone physically entered a dealership.

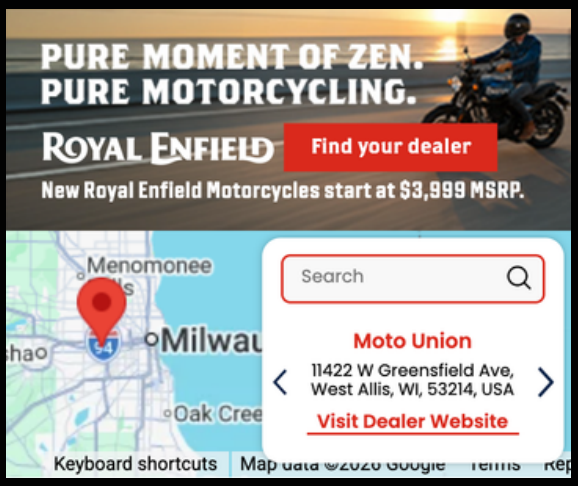


The Work

CREATIVE BUILT TO MAKE PEOPLE WANT TO RIDE.

We stopped chasing traffic for traffic's sake. Since Royal Enfield is uniquely positioned with easy-to-ride bikes and low price points, we built creative uncovering the emotional connection between rider and machine, driving new riders into dealerships. Then, a dealer locator component was added to some of the banner ads, helping give Royal Enfield a sense of local ownership to these multi-line dealers.



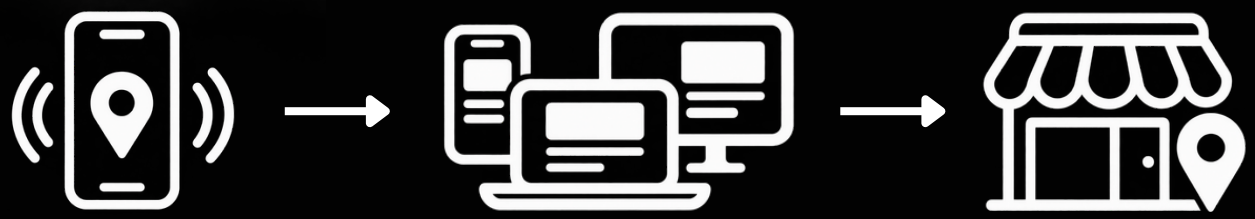


The Connection

Here's the part most agencies can't do.

WE TRACKED THE AD. THEN, WE TRACKED THE SHOWROOM FLOOR.

Every dealership in the network was geofenced and mapped against ad exposure. When someone who saw the campaign walked into a dealership, we could see it. Not a survey. Not an estimate. A direct line from the media to the visit. This information was critical for Royal Enfield as, like many manufacturers, they must use multi-line dealerships who are not as transparent with customer information.



CAPTURE DEVICE IDS

SERVE THEM ADS

TRACK VISITS TO PHYSICAL LOCATIONS

THAT'S REAL TRAFFIC.

The Proof

So did it work?

4,224 DEALERSHIP VISITS TRACED TO THE CAMPAIGN.

4,224
TOTAL DEALERSHIP VISITS FROM AD EXPOSURE

3,565
UNIQUE VISITORS WHO WALKED IN

ROYAL ENFIELD CAMPAIGN, 1.57 VISITS PER 1,000 IMPRESSIONS



OTHER AUTO CAMPAIGNS ON THIS PLATFORM, CLOSER TO 0.02 PER 1,000



NEARLY 80 TIMES THE RATE OF A TYPICAL AUTO CAMPAIGN.

The Ripple

42% OF PEOPLE WHO WALKED IN HAD NEVER RIDDEN ROYAL ENFIELD.



This was not a campaign that just reached people who already loved the brand. It brought new riders onto the dealer floor, tapping into a demo that perfectly fits Royal Enfield's unique attributes.

UNCOMPROMISING, BUT NEVER UNCOOPERATIVE.

Let’s build something extraordinary.

Pellizzi & Co.

Milwaukee, WI

PELLIZZIANDCOMPANY.COM