

Tire Manufacturer Drives Customer Choice with BrandMuscle Digital

Challenge

The client knew in order to get a leg up on its competition, it needed a stronger online presence. With 80% of consumers searching for tires online before making a purchase, this tire manufacturer was hungry for a solution that drove customers to not only their local dealer, but to the specific company product for that consumer's vehicle.

Solution

BrandMuscle's award-winning digital marketing team had the answer. Using contextual online search behaviors and geofencing capabilities to deliver relevant messages to the right customer, the manufacturer's campaign had a direct, measurable impact on sales at the local level.

Results

145% IMPROVEMENT
in tracked conversions

200% IMPROVEMENT
over benchmarks

