

Driving Local Service Appointments

Precision targeting turns digital impressions into verified walk-ins

OVERVIEW

A prominent automotive dealership partnered with Postmedia to increase service appointments by reaching drivers in their local community. With many potential customers owning older vehicles, the client needed a cost-effective, precise way to drive foot traffic to their service department.

APPROACH

Over a two-month period, Postmedia implemented a hyperlocal advertising strategy designed to engage drivers most likely to need vehicle maintenance or repairs. By focusing on the dealership's immediate geographic area, the campaign ensured ads were highly relevant and impactful for local vehicle owners. Automotive-specific targeting techniques were used to identify and reach audiences most likely to require service appointments, enhancing the likelihood of conversion. This alignment of geographic precision and audience relevance allowed the dealership to efficiently maximize engagement and drive measurable results.

CONCLUSION

Postmedia's hyperlocal and automotive-specific approach successfully converted digital engagement into real-world outcomes. The campaign generated 267,000 impressions and 1,000 clicks, both meeting or exceeding industry benchmarks, and resulted in 109 verified service department walk-ins. This demonstrates the power of precise targeting to increase foot traffic and achieve tangible business results.

267K+

DIGITAL IMPRESSIONS
100K-300K benchmark*

1K+

CLICKS
500-1K benchmark*

109

VERIFIED WALK-INS

*Benchmarks are industry averages.

