

HERE Recaptures \$40K in Sales with J&C

By promoting map updates to Acura owners



The Challenge

- High online cart abandonment
- Lack of interest in map updates

The Solution

- Personalized, retargeted banner ads

The Result

- 760% return on investment
- 330 recaptured sales
- \$40,000 in otherwise lost revenue



The Challenge

It's well documented that Acura is one of the highest-ranking automotive brands in terms of residual value. Owners tend to treat their cars well, keep up with regular maintenance and keep their vehicles for many years.

However, not all aspects of vehicle maintenance are viewed the same. For example, when it comes to updating an embedded navigation system map, urgency is lacking, to say the least.

Part of the reason is a map update is not considered as critical as an oil change or a tire rotation. In fact, many vehicle owners view it as a grudge buy. This was evident when analyzing shopping cart abandonment rates, which topped over 50% for map update purchases. When it came to making a final go/no-go decision, many vehicle owners felt that getting close was close enough and abandoned the shopping cart.



The Solution

Recognizing the high abandonment rate, J&C understood that the decision to purchase a map update required more persistence. Also, more education was needed to get Acura owners over the hump. J&C's solution employed brand-specific, interactive retargeted banner ads that allowed prospects to scroll through the reasons why updating would help improve their driving experience.

The retargeted ads included personalized offers that let prospects know what they would be missing if they didn't update.

The Result

The Acura retargeting campaign recaptured over 330 sales and more than \$40,000 in otherwise lost revenue for HERE. Timeliness and relevance were the primary reasons.

What's more, the retargeted media investment was solely based on performance, which helped achieve an impressive 760% return on investment.

RESULTING IN

760%

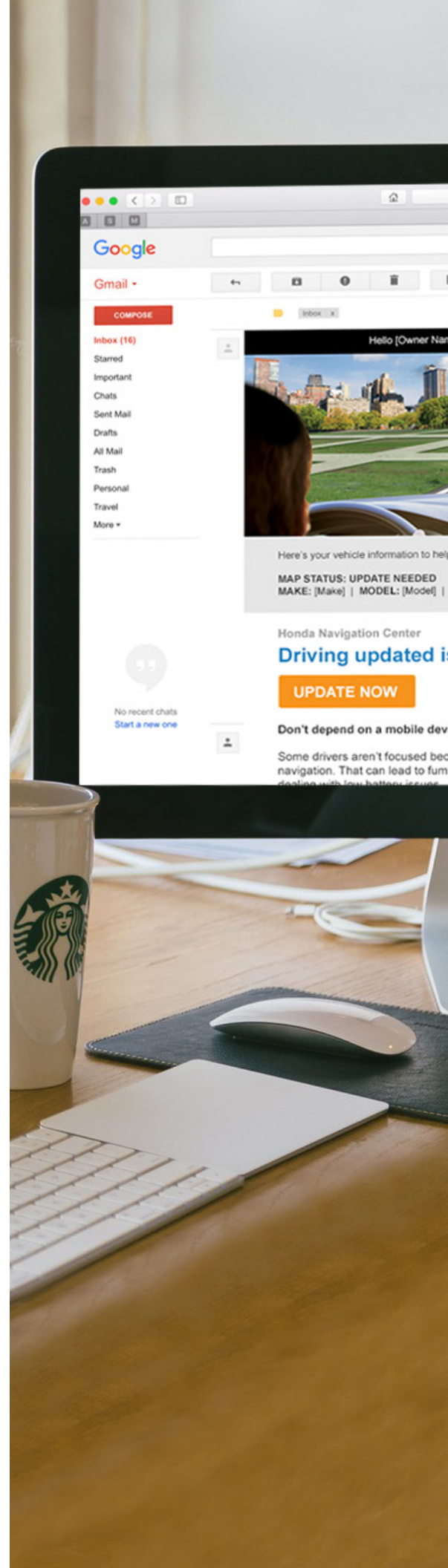
Return on Investment

330

Recaptured Sales

\$40,000

in Otherwise Lost Revenue



THE J&C APPROACH

REFINE & REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

ANALYZE

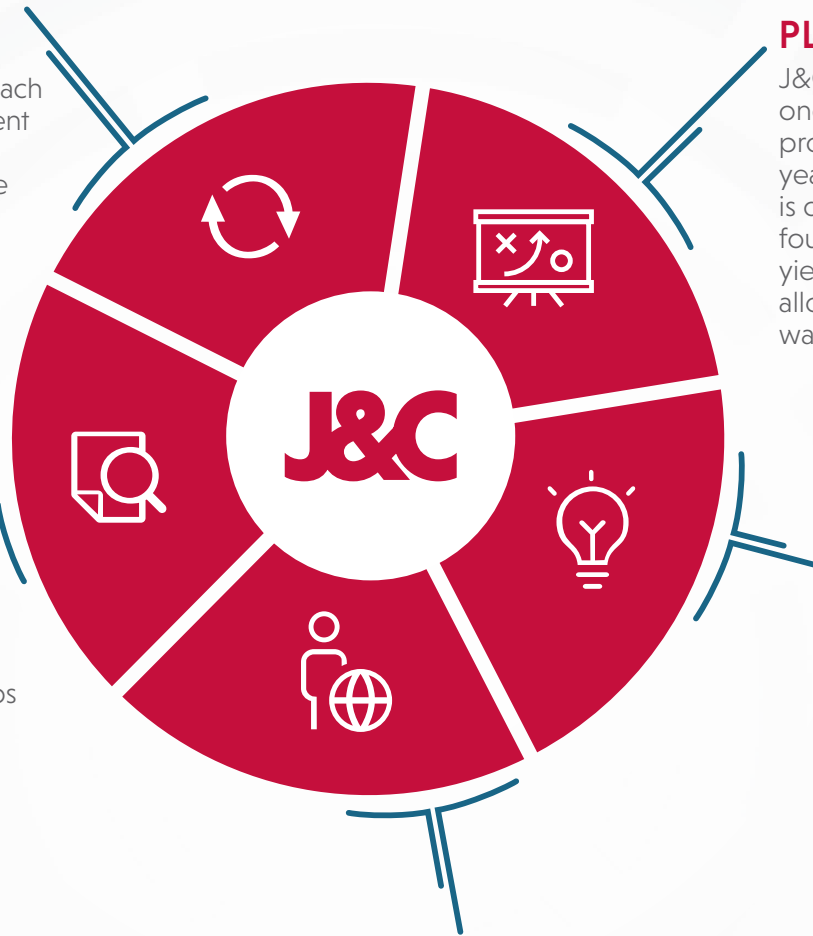
By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.

CREATE

Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

DISTRIBUTE & PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person, at the right time via the right channel.



UNLOCK
Your Marketing
Potential

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