

CLIENT:

Pep Boys

**CAMPAIGN OBJECTIVE:**

The client wanted to attract new customers and increase online sales.

**GOALS INCLUDED:**

- Increase volume of website users efficiently
- Maximize online appointment bookings & product purchases
- Maintain a steady ROI while achieving these goals

**What We Did**

- Applied lookalike modeling to target prospects who looked and acted like current customers
- Enhanced current remarketing strategies to focus messaging only on customers most likely to convert
- Leveraged Helix data to uncover custom insights about Pep Boys customers, including where, when and what they buy off the site, to inform future marketing strategies
- Provided unmatched service to ensure that Pep Boys' objectives were always paramount

**RESULTS**

CPA driven by prospecting models was **52% lower** than CPA driven by traditional prospecting strategies



**CPA remained 25% under client goal** while driving increased parts and tire sales



Pep Boys saw a **365% increase in ROAS (return on advertising spend)** over a two-year period