

Achieve Your Business Goals

## Case Study: Effect of AI Audiences on eCampaign Performance

Retain email broadcasts lifted responses by 15% and generated performance metrics well above industry standards.

Automotive Advertising Agency in Birmingham, AL

[www.strongautomotive.com](http://www.strongautomotive.com)



15 Mid- to Large-Market Dealerships  
Retain Pixel and AI-Driven Audiences, 50-Mile Radius  
Reporting Timeframe: Q4 2024 vs Q3 2024

### The Challenge

Dealerships are on a mission to supercharge their eCampaign ROI by delivering personalized, relevant content that captures attention, boosts engagement, and drives higher conversion rates. Additionally, they aim to enhance deliverability, optimize resource use, and build lasting customer loyalty by cutting down on spam complaints and consistently providing value to their recipients.

### The Approach

Strong's Retain Email Marketing captures over 7 billion signals daily, utilizing real-time market data and AI to uncover the products consumers seek, the sites they visit, and the ads they see. Once these consumers are identified, we layer on dozens of additional characteristics to gain deeper insights into their shopping patterns and behaviors. This comprehensive approach allows us to create highly targeted and effective marketing campaigns that resonate with consumers on a personal level.

### The Results

Retain Email Marketing proved to be an exceptional tool for dealers looking to engage consumers with real-time behavioral data. In Q4 2024, Retain's email campaigns achieved a 15% lift in responses, far surpassing industry expectations. With a Sender Score of 95%, the platform delivered outstanding deliverability and trust. Additionally, the Open Rate reached 16%, well above the industry average of 10%, while the Click Rate also outperformed industry norms, further highlighting the campaign's exceptional performance.

"With the introduction of AI Driven audiences into our email campaigns, we have tracked improved open and click rates across the board. As the AI Driven technology learns more about these consumers, we expect to see engagement rates continue to increase. This AI Driven data has been a game-changer!"

~Michael Sundquist, Chief Marketing Officer, Strong Automotive

**+15%**

Response Lift

**95%**

Sender Score

### Primary Marketing Objective

Maximize ROI and Build Customer Relationships

### Featured Product Area

AI Driven + Retain eCampaigns



**AI DRIVEN**

**RETAIN**

**STRONG  
AUTOMOTIVE**