



## Client:

Client is transforming the way the world researches, buys and sells vehicles with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide.



## Problem:



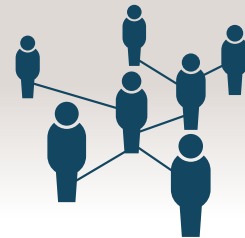
Client wanted to in-source enterprise identity as a competitive differentiator to provide real-time consumer intelligence and targeted auto leads to US dealerships.

## Solution:

Adstra's Conexa Enterprise Identity Platform solution operated within the client's environment (PaaS).

Solution components include:

- Adstra's Conexa full identity platform
- U.S. prospect and attribute database
- Anonymous website tagging
- DSP ID integrations.



## Impact:

Adstra delivered a 5x connectivity rate from digital to terrestrial identity resolution

- Results:**
- 3.4X higher ROI on digital audiences
  - 216% increase in lead form submission
  - 236% increase value per visit
  - 4x increase in a consumer lead purchase (\$85MM incremental revenue)
  - 171% lift in email open rates
  - 708% lift in email click thru rates



**\$85MM**  
Revenue Increase  
**3.4X**  
Higher ROI  
**+236%**  
Value per Visit  
**+708%**  
Email Click Thru

The client now controls all of this in their own environment without sending their first party data to multiple external vendors.

Solution costs were offset by elimination of duplicative partners/vendors.