

MANUFACTURING · ANALYTICS & PAID ADVERTISING CONSULTING

Uncovering what the data was hiding all along.

We built a proprietary analytics solution that revealed half of our client's ad spend was reaching the wrong audience and unlocked a new level of precision, efficiency, and business intelligence across their entire operation.

INDUSTRY

Automotive

WHAT THE CLIENT DOES

Specialty Vehicle Sales

THE PROBLEM

A reasonable assumption was driving
tens of thousands in advertising spend.
No one ever questioned it.

KEY ISSUES

Three gaps. One *blind spot*.

01

No visibility into whether ads were reaching the right geography

The client was advertising within a fixed radius of each store: a reasonable assumption, but unvalidated. Without precision, there was no way to know whether the audience reached was within a viable service area.

02

Standard analytics tools couldn't answer the right questions

Standard Google Analytics made it impossible to assess traffic by geography relative to store locations. Understanding audience proximity required a custom solution that did not exist.

03

An opportunity to turn location data into a strategic advantage

Beyond validating the existing ad strategy, precise geographic data had the potential to inform expansion decision, optimize campaign ROI, and give the organization a level of business intelligence it never had access to before.

THE SOLUTION

A proprietary analytics tool built to
answer the questions *no one else could.*

We developed a custom data enrichment solution that combined precise geographic detection with store proximity calculations to give the client the ability to segment every user session as in range or out of range, and act on that intelligence with confidence.

WHAT WE DID

Four moves, one *revelation*.

01

Built a proprietary geo data enrichment tool

We developed GeoReport+, a custom analytics solution that calculates distance between each website visit and the nearest store location in real time.

02

Defined ideal target radius by population density

Analysis revealed ideal service radius was not uniform across stores. We identified stores had meaningfully different viable ranges - and built a tool to reflect that nuance across every single store.

03

Segmented in-range sessions

Our systems processed every website visit to empower the client to accurately assess traffic quality and measure the effectiveness of their paid advertising investment for the first time.

04

Turned data into a business intelligence asset

What began as a validation exercise became an operational tool. The geographic data helped to validate new assumptions, identify expansion opportunities, optimize campaign ROI, measure trends, and target emerging and underserved markets.

THE RESULTS

A revelation that changed how they run
their business.

THE RESULTS

What the work *moved*

50%

Identified unoptimized ad spend

A finding that had never been visible before - and one that fundamentally changed how the client allocated their advertising budget.

1

Unique, award-winning proprietary tool

No existing solution could answer the question. So we built one. GeoReport+ is now an industry-recognized tool that continues to drive business intelligence decisions across the organization.

90+

Store locations with unique targeting definition

Each location now operates with a data-validated service radius tailored to its specific geography and population density.

Ongoing

Business intelligence requests generated

This project opened the door to a broader analytics initiative with the client continuously returning for new data insights to inform marketing and business operations.

THE TAKEAWAY

The best business decisions
start with the *right* data.

GET IN TOUCH

Schedule a strategy call.

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