

HOW TED'S MOTORCYCLE WORLD DEFIED THE ODDS

At a time when the St. Louis Harley-Davidson market was down 20%, Ted's Motorcycle World saw a 40% increase in sales. The results were so astonishing, even Harley-Davidson corporate called to find out how in the world they defied the odds. The difference was that Ted's Motorcycle World was advertising online, using IP Targeting, while the competition was using traditional advertising efforts.



In addition to the market being down, there are even greater odds stacked against Ted's Motorcycle World. Ted's Motorcycle World is located 25 miles outside of St. Louis, a pretty inconvenient location for St. Louis residents. There are also six competing Harley-Davidson dealerships in the area. Less than 2% of the U.S. population rides Harley-Davidson motorcycles. Ted's Motorcycle World needed to reach prospects online efficiently and accurately.



RESULTS:

Using Harley-Davidson owner data, Ted's Motorcycle World identified approximately 8,900 Harley-Davidson households with high credit scores within a 40-mile radius of the dealership. More than 500,000 display ads promoting a Harley-Davidson financing offer were served to these households between April 1 and April 30, generating significant online and in-store traffic and helping increase sales by more than 40% for the period. This resulted in a 252% return on investment.



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