

CASE STUDY — Auto

In Head-To-Head Matchup Against Email Competitor,

Stirista drove 440% more vehicle sales for Auto OEM

440%

more incremental
vehicle sales than
the competitor

11x

ROAS in new
vehicle sales

Overview

An industry-leading agency partnered with Stirista to execute high-performing acquisition email campaigns for their client, a major automotive brand. With multiple campaigns launched each month, the agency relied on Stirista for active email

Objective

The agency needed a reliable partner to manage the OEM's email marketing. The aim was to boost customer engagement, link email efforts to used and new vehicle sales, and ultimately

Solution

Stirista implemented a structured campaign execution process that included:

- **Audience Refinement:** Implementing data hygiene best-practices, household suppression of existing customers, and establishing holdout groups for lift measurement.

Results

Stirista's email acquisition capabilities produced a 11x ROAS in new vehicle sales for the auto manufacturer. Additionally, when comparing Stirista campaign performance versus our competitor's, two things stood out:

- 01** In head-to-head "vanity metrics," our competitor boasted an average open rate nearly 15 points higher than Stirista.
- 02** However, when we looked at the real impact on vehicle sales from our email campaigns, Stirista exceeded expectations where it mattered most, driving 440% more incremental new vehicle purchases than our competitor.

addresses and audience targeting, a best-in-class acquisition email technology infrastructure, suppression management, and performance tracking to drive measurable results for the auto company.

increase revenue. It's our client's best practice to test partners from time to time, so one of Stirista's frequent competitors was tasked with the exact same work.

- **Custom Data Formatting & Workflow Optimization:** Adapting to the brand's specific file requirements and collaborating with the agency to enhance efficiency.
- **Performance Measurement & Reporting:** Providing a comprehensive metric report and response file for thorough matchback and attribution insights.

Our targeted email campaigns not only generated more auto purchases, but also increased consumer spending per purchase, maximizing ROI.

The competitor comparison additionally reinforced that once tried-and-true metrics like open rates are no longer a reliable indicator of business results.

