



CASE STUDY

Capturing car dealership communities – Perrys



Driving down the wrong road

As a car dealership group with more than 110 years of history, Perrys knew that customers were coming to them through word-of-mouth.

But, like many in their industry, Perrys' CAC had gone up exponentially and the cost of impressions had increased by 25-30% across all channels – they couldn't carry on like this.



Turning recommendations into revenue

Working with Herdify, and their community detection tool, we could see where people were already talking about Perrys.

By understanding which areas were driving footfall, we were able to target them, driving further conversation and growth. Plus, by detecting where people were talking about a new – and underperforming – showroom, we were able to market to them, turning recommendations into revenue.

Driving down costs

Tight targeting helped Perrys turn a corner.

- It was **9x cheaper** to acquire customers by targeting brand community areas than any other method
- **56% of new customers** came from community hotspot areas

