

CASE STUDY: PERSON & PARTNERS

FOCUSED ON THE MOST IMPORTANT CONVERSION

CLIENT: **Person&Partners**
AUTOMOTIVE ADVERTISING

SOLUTION:



“True success comes from being superior to your former self.”

– LEONARD PERSON, PRESIDENT



CHALLENGE

Persons & Partners is a full services automotive advertising agency that focuses on conversions and not conventions. Never ones to rest on their laurels, the experts at the Person & Partners embraced Clarivoy’s Multi-Touch Sales Attribution to take a long and revealing look at their own performance. Their team wanted to go deeper for their dealer clients and use data from what contributes to the actual sales of a vehicle in addition to what advertising drives traffic.

They know agencies must provide value to their clients each and every month or they risk losing business with a dealership faster than a retargeting pixel can hit you on Facebook.

SOLUTION

Working hand and hand with the experts at Clarivoy, the Person & Partners team was able to discover cost-efficiencies in their marketing plan by identifying ways to reduce spend that did not lead to sales.

Armed with newfound knowledge, enabled by Clarivoy **Multi-Touch Attribution** models, strategic changes were made that drastically reduced cost per sale for their clients, improving the ROI, and increasing sales.

“ FOCUSED ON CONVERSIONS AND NOT CONVENTIONS ”

RESULTS

Nearly each month optimizations were made resulted in improved ROI. Over the course of 12 months, Person & Partners were able to realize a 55% improvement on the cost per sales attribution for their longest running client on Clarivoy. Now Person & Partners boasts they have their results verified by Clarivoy – an independent, third party attribution software company.

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