



ELEMENT  
THREE

# MANUFACTURER DEALER PROGRAM CASE STUDY

*Building scalable programs for manufacturers to help market on behalf of businesses that buy and sell their products.*

## CLIENT

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make changes, let's make only improvements," Airstream has remained a timeless classic.

## SITUATION

As a manufacturer, Airstream sells their products through dealerships around the world. To bump sales across these dealers, Airstream asked Element Three to build a paid digital marketing program that would generate leads for participating US dealerships after finding success with their pilot program in spring 2015.

The client's initial goal was to target bottom-of-the-funnel users. After launching the first iteration, Airstream and Element Three saw a larger opportunity to target customers higher in the funnel and nurture them into sales qualified leads.

## SOLUTION

Using geo-targeting, identifying like-minded audience members, and encouraging sales qualified lead conversions through a content offer, Element Three launched the first Touring Coach-specific dealer programs in the fall of 2015 across 34 participating dealerships. The three-month campaigns Element Three created consisted of display advertising, remarketing, custom landing pages, and email with budget covered by co-marketing dollars shared between Airstream and their dealers.

After launching the 2015/16 campaign, Element Three developed a more complex program to target users higher in the funnel, which ran for 6 months in late 2016 and early 2017. Adding a lead nurturing email series along with paid search and social advertising, and expanding the reach to include the Travel Trailer product line, Element Three sought to nurture users into sales qualified leads without neglecting the sales qualified conversion campaign launched in the first iteration.

## IMPACT

During the 2015/16 campaign, participating dealers received **43.44% more leads YOY** than those who did not participate, and **sold 4.23% more Touring Coaches YOY**. The 2016/17 campaign saw similar success, **driving 27.45% more leads and selling 17.34% more products YOY** than non-participating dealers.

Not only did Element Three help Airstream's dealers increase the quantity of leads and sales, the team succeeded in driving up the quality of leads as well. Across both years of the program, participating dealers **converted leads-to-sales at a rate that nearly doubled (an 88% increase)** that of their non-participating counterparts.

Overall, participating dealers experienced a **35% increase in YOY SQLs and a significant boost in YOY sales**.



88%

Average increase in lead-to-sale conversion rate for participating dealers

35%

Average increase in YOY SQLs for participating dealers