

How Latcha & Associates Drove a 29% Higher Purchase Rate

THE CHALLENGE

After winning a leading luxury automotive client, Latcha+Associates needed to integrate a DSP into their proprietary marketing platform that could:

- Manage a complex media execution for hundreds of dealerships while maintaining spend control
- Leverage individual first-party data sets, and
- Automate processes

They needed scale *without friction*.



Basis DSP has been a breeze to use. Given the number of campaigns we're building, it could get overwhelming, but its ease of use has made running these campaigns much more manageable.

—Senior Digital Media Planner, Latcha+Associates

THE RESULTS

41%

higher service response rate for dealers opted into digital

28%

higher sales rate with multi-channel campaigns (vs. e-mail)

29%

higher purchase rate for dealers opted into all channels

2:1

ROAS using digital media with traditional channels vs. e-mail and direct mail

THE SOLUTION

Tailoring Effective API Connection

Basis DSP's API provided clear documentation and flexible customization, enabling the client to tailor the DSP to their platform and dealership needs.

Ongoing Industry Knowledge Resources

Basis equipped the client's stakeholders with industry knowledge through AdTech Academy, including customized presentations and dealer-facing materials to simplify adoption.

Strategic First-Party Data Tools

Basis supported the client's priority to leverage first-party data for creating models and targeting, ensuring campaigns were highly relevant and aligned with dealer preferences and expectations.

Comprehensive Raving Fan Support

Provided end-to-end Basis support, from advising on the client's tech platform build to ongoing success calls for strategy and partner recommendations.

ABOUT LATCHA+ASSOCIATES

Latcha+Associates is a Michigan-based, full-service digital agency that specializes in brand strategy consulting, customer journey development, creative development, UX, and relationship management.

Industry:

Automotive,
Marketing & Advertising

Location(s):

USA

Company Size:

100-500 employees

Key Goals:

Automation, APIs and Integrations, Performance Optimization