

HOW BOOMBOX USED AUDIENCE SEARCH TO IDENTIFY LUXURY CAR BUYERS



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PULSAR
Audience Intelligence

THE BRAND CHALLENGE

Identifying potential luxury car buyers in london

Considering just one of these vehicles can cost more than half a million pounds, the task might sound like finding a (very lucrative) needle in a haystack.

The first step of setting up this search required understanding the demographic of luxury cars buyers in London. Upon doing some preliminary research we were able to get an idea of a “key demographic” which consisted mostly of men between the ages of 27 – 45 who had high paying positions listed in their Twitter profiles.



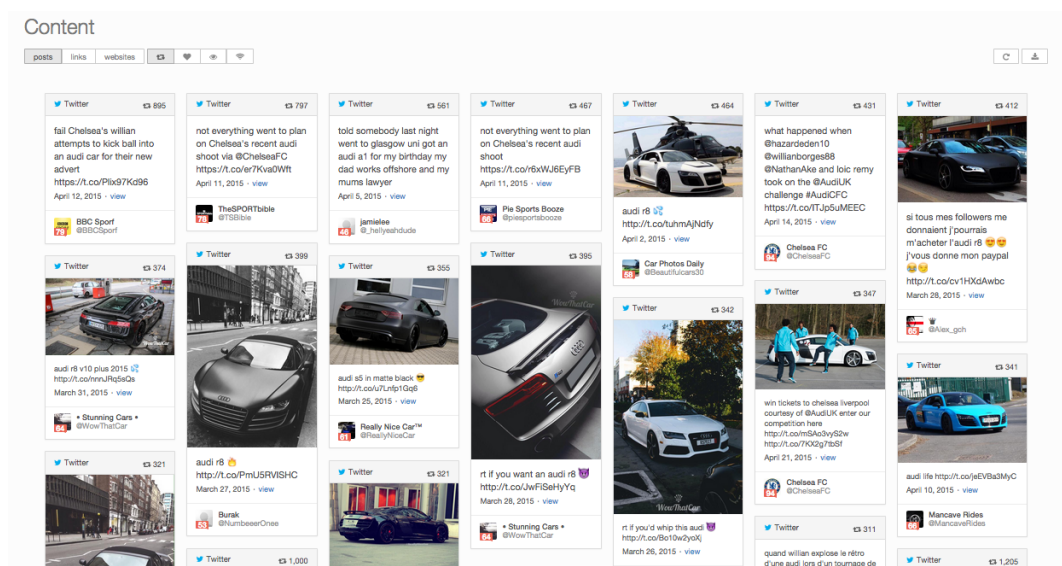
THE APPROACH

Narrowing the focus

To narrow the focus we first set the search to track data from all Twitter followers of luxury car brands in the UK, as well as a few other “demographic-focused” brands such as Breitling and Rolex. After collecting a large pool of data we then designed a few different filters to overlay on the existing dataset.

By creating a filter searching for individuals matching specific professions (doctor OR lawyer OR director) as well as a filter for age and gender demographics, we were able to export a list of individuals who a) matched the demographic profile of a target buyer and b) displayed an interest in luxury cars.

One final filter was created to narrow down the list of 500 to those who, at that specific moment, were looking to buy a new car. The “buying” filter included terms and phrases such as “I want”, “I’m buying”, “I’m getting”, “I’m looking for” etc. By overlaying this filter onto the original list we were able to isolate seven individuals who had discussed wanting to buy a luxury car in London within the last month on Twitter.



THE RESULT

From leads to buyers

Boombox were able to reach out to these individuals on behalf of their client and set up times for them to come into the showroom to see the client's collection of cars. These individuals quickly went from leads to potential buyers.



THANK YOU.

For more information please get in touch



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