



CitNOW - Creating a Digital Footprint



Unique Users

105% 

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Having Auto-Force on board really helped CitNOW establish ourselves within the market.

Their knowledge, guidance and expertise were undoubtedly a factor in CitNOW gaining a strong digital foothold when establishing ourselves as a new market entrant.

Claire Nicoll
CitNOW

Background:

CitNOW is the UK's largest provider of personalised video presentation services to the automotive industry. Their suite of apps enables retailers and manufacturers to communicate effectively with customers and would-be car buyers and bring the showroom and workshop directly to the customer through video.

Requirement:

CitNOW approached Auto-Force shortly after launch, with the aim of increasing their digital footprint. Although they had a fantastic product, awareness was low; they needed Auto-Force's advice and expertise to expose their product to dealerships and manufacturers across the board.

Solution:

Auto-Force worked with CitNOW in a digital Consultancy capacity. Through regular meetings and phone consultancy with a dedicated Account Director, CitNOW were able to set up a range of digital marketing tactics including Search Engine Optimisation (SEO) and Pay-per-Click (PPC) advertising, improving online visibility amongst key targets as well as traffic to their site.

Auto-Force worked closely with CitNOW's internal marketing team to promote sales events to dealerships. The aim of each event was to gain sign-ups to seminars and workshops across the UK while maintaining a highly-targeted approach in order to maintain manageable click spend.

Results:

With Auto-Force's help, between October 2014 and December 2015, CitNOW's campaigns generated a total outreach of over 260,000 unique impressions which regularly generated positive sign-ups to each event.

We maintained low industry standard costs-per-click while maintaining quality and a gradually increasing impression share, all within budgets.

From a standing start, CitNOW have built their business to include more than 40 manufacturer programmes and working with 94 of the UK's top AM100 dealer groups, providing them with the opportunity to sell cars and parts more profitably.

In 2016, all their hard work was recognised as they entered the Sunday Times Hiscox Tech Track top 100 for the first time, being ranked as the 19th fastest-growing tech company in Britain in 2017.