



Reaching niche customers groups is easy with Stannp.com

The Client

AutoTrader group is a FTSE100 listed company which runs autotrader.co.uk, the UK and Ireland's largest digital automotive marketplace. The platform offers consumers an unparalleled selection of new and used vehicle listings, enabling them to search from a marketplace of over 450,000 used and 6,000 virtual new vehicles each month.

The Challenge

AutoTrader wanted to reach trade customers in specific market niches like caravans, farm vehicles, plant and motorbikes to encourage them to list more of their vehicle stock on the AutoTrader platform.

Fianna Hornby, Marketing Manager at AutoTrader; *"We wanted to build trade connections and expand the range of vehicles available through our platform in specific market areas. We've found people read direct mail more than emails."*

Stannp.com's Solution

Over the last couple of years Stannp.com has sent over 70 campaigns on behalf of AutoTrader, consisting of both double-sided colour A5 postcards on high quality 300gsm card, and single sided colour A4 letters printed on high quality 120gsm paper folded into C5 window envelopes.

Each campaign is targeted at a specific niche, with between 20 and 1,500 recipients in each campaign group. Autotrader's recognisable branding is used to build effective campaign creative pieces with a strong but minimalist design style.

The Results

Fianna; *"We see direct mail as a key marketing channel to our trade customers.*

We switched to using Stannp.com as their pay as you go service offered a significant cost saving compared to other suppliers.

Since switching we've discovered the online platform is brilliant! it allows us to have complete control over what direct mail is going to who, and when; we can upload what we need, when we need it."

AutoTrader Bikes

Rev up your bike finance offers.



Great news, you can now advertise finance offers on Auto Trader, giving you a better way to sell more bikes on Finance.

Charge

or to manager

AutoTrader Bikes

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Loren Hamilton
Stamp
Unit 12, Tow Trade Park
Braunton Road
Barnstaple
EX31 1JZ

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Loren Hamilton
Stamp
Unit 12, Tow Trade Park
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Double your listings for free.



AutoTrader Plant

Extra bang for your buck

our word for it -
email tracking
are it's working

ways we
extra.

AutoTrader Farm

**Too much of a good thing?
Not when it comes to images**

Add up to 100 images to every single advert - at no extra charge.



Connect with even more buyers for free.



AutoTrader Farm