



# Case Study: How Automotive Accessories Company Transformed Its Marketing with a Hyper-Targeted Contact List

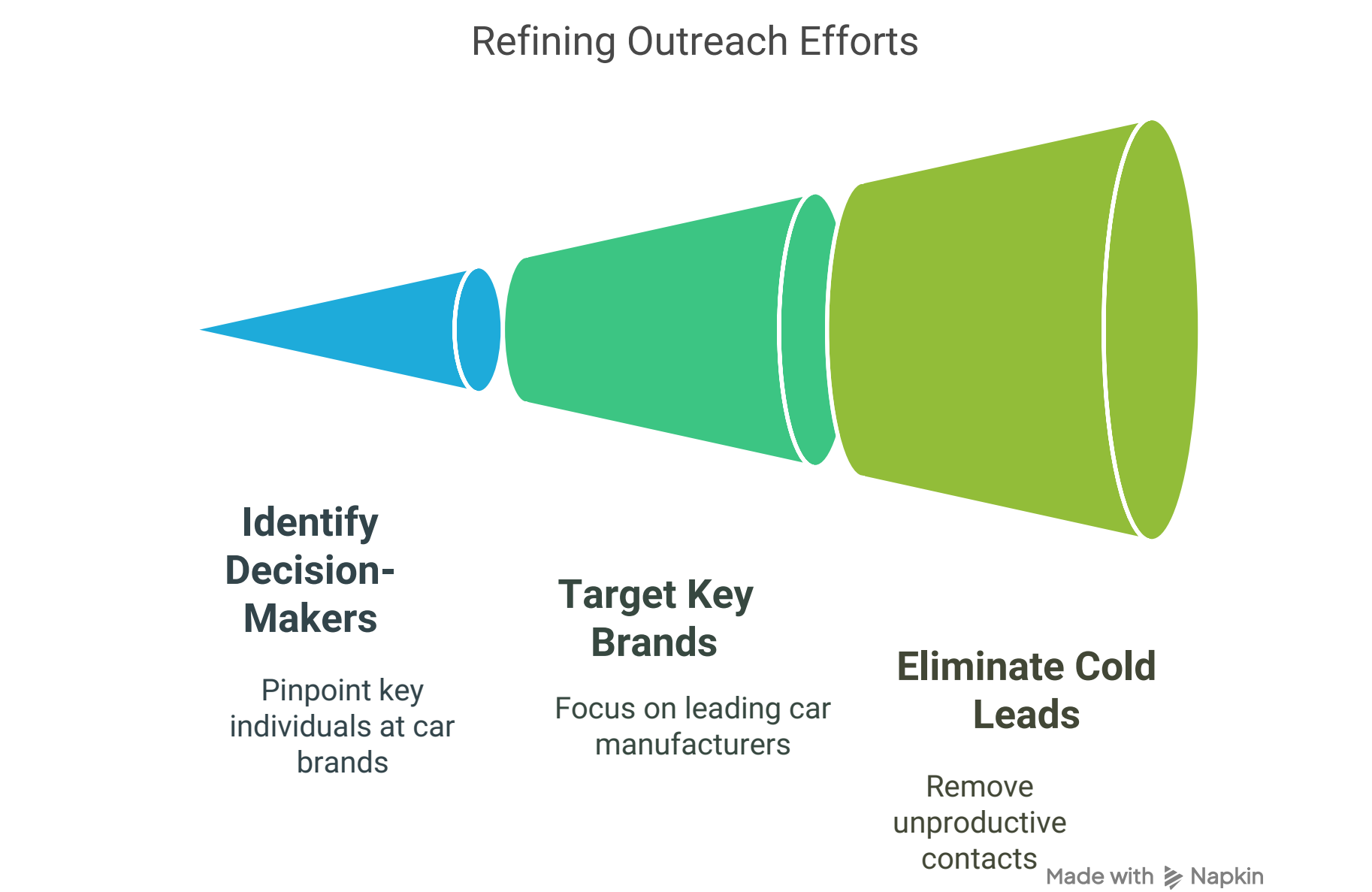
This case study explores how Automotive Accessories Company, a premium manufacturer of automotive accessories, successfully revamped its marketing strategy through the creation of a hyper-targeted contact list. By partnering with Prospects Shop, Automotive Accessories Company was able to connect with key decision-makers in the automotive industry, resulting in a more efficient sales process and improved campaign performance.

## 1. Client Overview

Automotive Accessories Company is a premium manufacturer and distributor of high-end automotive accessories, known for quality, style, and innovation. Their mission is to deliver precision-engineered products to dealers and distributors across the United States.

## 2. The Challenge

While Automotive Accessories Company had a strong product line and a motivated sales team, their outreach efforts were falling short. Generic lists and scattered outreach methods limited their ability to connect with the right people — especially at scale. They needed to target key decision-makers at leading car brands and eliminate wasted time chasing cold leads.

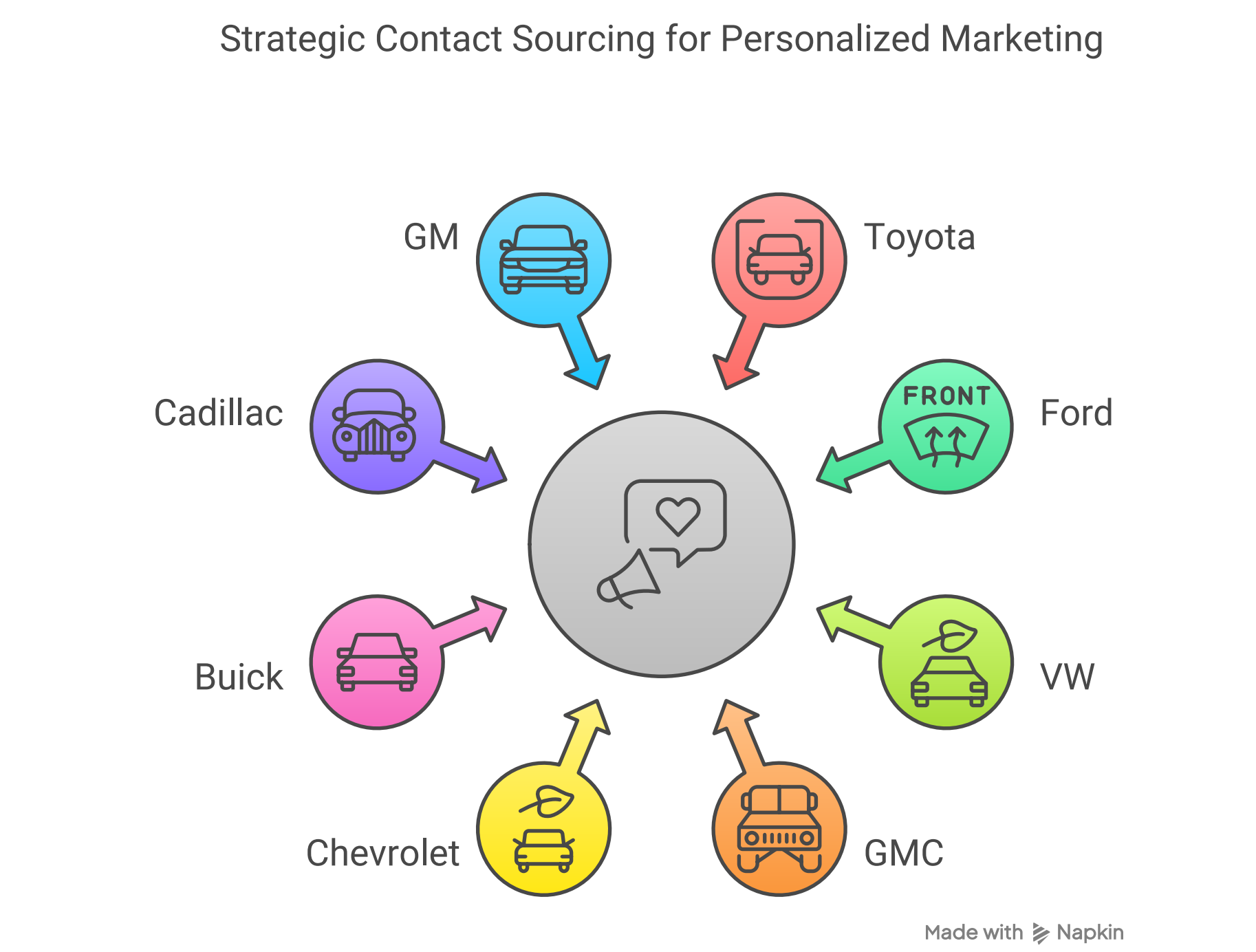


## 3. The Solution

Automotive Accessories Company partnered with Prospects Shop to build a hyper-targeted contact list of 69,000 verified leads. This custom list included high-value contacts such as:

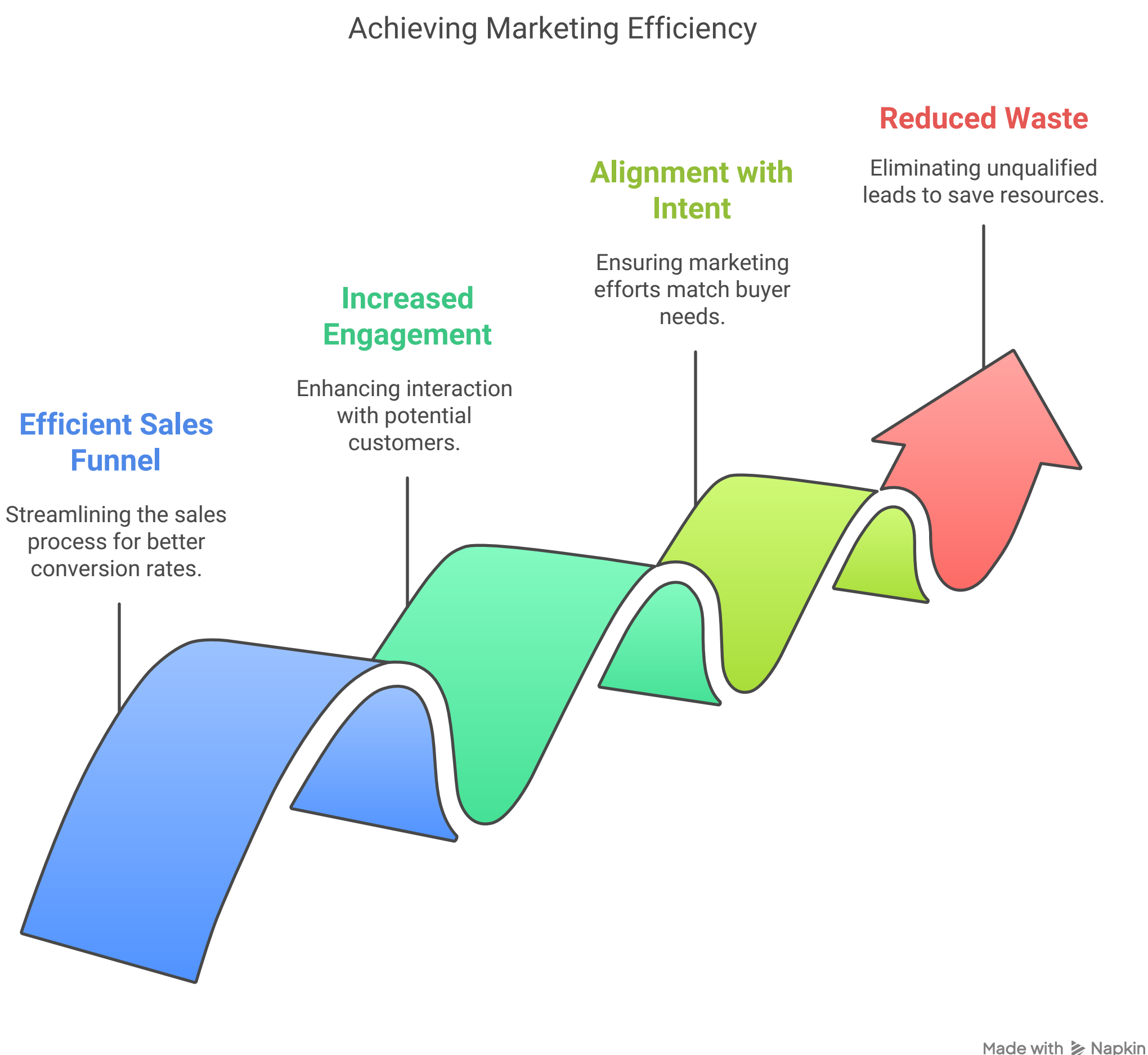
- Accessories Managers
- Parts Managers
- Service Managers
- Sales Managers
- Owners and Sales Representatives

All contacts were sourced from top automotive brands, including Toyota, Ford, VW, GMC, Chevrolet, Buick, Cadillac, and GM. By focusing on the right roles at the right companies, Automotive Accessories Company was able to tailor its messaging and create personalized campaigns that resonated.



## 4. The Results

- A more efficient sales funnel
- Increased response rates and engagement
- Clear alignment between marketing outreach and buyer intent
- Reduced marketing waste by eliminating unqualified leads



Automotive Accessories Company's team reported significantly improved campaign performance and a more confident sales pipeline. The data became a core asset for ongoing and future campaigns.