

**Project:** Friendly Honda House Drives Sales via Personalized Cross-Media Marketing

**Vertical Market:** Retail

**Business Application:** Direct Marketing/Traffic Generation

Friendly Honda House, a Honda dealership in New York, wanted to boost traffic for a sales weekend in May 2006. The dealership used a multi-touch personalized mailing campaign with a personalized URL as a response channel to promote the event. Total unit sales almost doubled over previous sales events.

### Program Objectives

- Inform current customers of sale
- Direct potential return customers to the personalized URL to find out more about the sale; route warm leads to the sales department
- Generate sales during the weekend event
- Pre-schedule test drives for sales weekend

### Significant Results Reported by User

- 1.68% of postcard recipients visited their personalized URL
- 1.12% of recipients completed the online survey
- 84 cars were sold during the sale weekend; at least seven were tracked directly to direct mail/personalized URL respondents
- Total unit sales were nearly double the previous sales record for this event (40 more cars).

### Description

Friendly Honda House promotes a Spring Sale weekend every year in May. Their marketing strategy to promote the 2006 sale included point-of-purchase signs, four-color ads, and radio spots. Furthermore, since the dealership knows that much of its business comes from repeat customers, their current customer base received either a personalized e-mail or a personalized full-color postcard inviting them to the event. Those customers in the database who had provided an e-mail address received only the e-mail version of the invitation. Other customers received the postcard.

The postcards were personalized with the recipient's first name, a personalized URL, and mailing information. The e-mail also featured the personalized URL, which was designed to look like the postcard and asked questions pertaining to their preference for new or used cars, models they like, and offered a scheduled test drive during the weekend. Randomly selected respondents were offered the chance to win an iPod as an incentive to complete the survey.

Everything is Priced To Move off the lot at our **Spring Cleaning Sale**. We're making truly Amazing Deals on our Entire Inventory of Certified Used Accords, Elements, Civics, Odysseys, Pilots and Company Demos.

**Friday 19<sup>th</sup>** From Sun 8pm  
**Saturday 20<sup>th</sup>** From Sun 8pm  
**Sunday 21<sup>st</sup>** From 1pm Sun

"Specially Clean and Priced to Move!"

**Friendly Honda House**  
www.FriendlyHonda.net  
1160 Business Center • Plainville, New York 12075  
For more details please call 800-579-8999

Name, you can really "clean-up" at our Spring Cleaning Sale. go to [www.tomgreen.FriendlyHH.com](http://www.tomgreen.FriendlyHH.com)

to learn about our exciting New and Exclusive Customer Rewards Package and a chance to win a iPod Mini, Detailing and other Great Prizes! One entry per individual. Drawing will be held at Friendly Honda House Saturday June 1, 2006. Employees of Friendly Honda House are not eligible to win.

**Tom,**  
Thanks for taking the time to visit us online.

**Exclusive Rewards. Added Value.**

The Friendly Rewards card comes with over \$1600 worth of exclusive services and savings that continue to add value to your purchase. You'll enjoy such perks as a 40% discount on scheduled services, priority scheduling, lower vehicle, and incentives to special events, so mention a date. Your Friendly Rewards Card is also your passport to earning FriendlyCASH which you can use for any Friendly Honda House service, parts and accessories purchase.

All this is **FREE!** to you when you purchase a new or used Friendly Honda House Car. Start enjoying your Friendly Rewards today.

**It's House Cleaning Time**

Everything is Priced to Move off the lot at our Spring Cleaning Sale. All 2006 Pilots, Crics, Elements, Ridgelines, CR-Vs, Accords and Odysseys have to go!

**Friday 19<sup>th</sup>** From Sun 8pm  
**Saturday 20<sup>th</sup>** From Sun 8pm  
**Sunday 21<sup>st</sup>** From 1pm Sun

We're also making truly Amazing Deals on our Entire Inventory of Certified Used Accords, Elements, Civics, Odysseys, Pilots and Company Demos. Help us do some Inventory Spring Cleaning, so you help yourself out to these Great Low Prices.

**Win an iPod, Free Detailing or More!**

Just answer a few questions on the next page and Photo you are automatically entered to win! You could win a iPod Mini, one of (5) FREE Car Detailing or one of (5) FREE Oil Change and more!

No purchase necessary. Entrants must be 18 years of age or older. One entry per individual. Drawing will be held at Friendly Honda House Saturday, June 1, 2006. Winner does not have to be present to win. Employees of Friendly Honda House are not eligible to win.

[Click Here To Enter](#)

At the personalized URL, if a respondent expressed interest in used cars, the final page showed a photo of the used car team. The manager of the used car department received an automatically triggered e-mail so they could make a follow-up phone call. If the respondent indicated interest in a new car, they saw a photo of the new car sales team, and that manager received the triggered e-mail. In both cases, if the respondent answered yes to the question about scheduling a test drive, a notation was included as part of the e-mail to the sales manager to indicate that this should be treated as a hot lead.

The dealership considered the promotional efforts a success. Nearly two percent (1.68%) of the postcard recipients visited their personalized URLs and 1.12% of recipients completed the online survey. The dealership sold 84 cars during the sale weekend; seven were sold to people who were verified to have clicked through using the personalized URL. Total unit sales were nearly double previous sales records for the weekend the year before (40 more cars).