PROJECT: CAROLINA FORD DEALERSHIP DEMO FOLLOW-UP
Segment: Direct Marketing – Traffic Generation

Program objective
- To get prospective car buyers back into the dealership for a second visit and to increase sales of cars.

Significant results
- A five month long study showed response rates of 10.2%-13.4%.
- 7%-9% of respondents purchased vehicles; dealer margin averaged $3,000.
- Thus, on average, mailing 1,000 pieces produced an average of $27,000 of dealer margin.