Jay Pontiac-Buick — Dealership Service Offers

Segment: Direct Marketing/Lead Generation/Traffic Generation

PODi-

Program objectives

- Improve performance of expenditures on marketing activities.
- Develop more effective targeting of clients.
- Drive revenues through promotional pieces.
- Develop better tools for tracking the effectiveness of promotions.

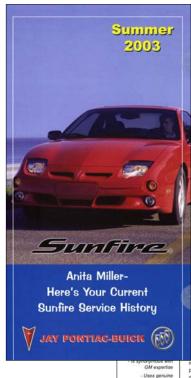
Significant results reported by user

- In 6 months Jay Pontiac profits increased from 12% to 18%
- Generated 75% of their business from "customer pay" activity versus industry average of 40%. This is important because it represents higher margin work and greater revenue.
- First campaign of 1000 has a response rate of 21.2% after 30 days and 28.8% after 45 days.
- 43.4% of recommended services were sold
- Customers continue to bring in reminders at time of service

Overall the program provides:

- A higher level of personalization for dealership's customers in the promotions they receive.
- A marketing piece that also educates customers about vehicle needs, preparing them for future promotions.
- Lower monthly cost of marketing.
- Higher effort required by dealership to use the analysis, but this is compared to a lack of analysis available previously.
- Greater level of flexibility in how to approach clients.





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