

Project: **Jay Pontiac-Buick – Dealership Service Offers**  
Segment: Direct Marketing/Lead Generation/Traffic Generation



In-depth  
Case Study

*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.

**Summer 2003**

Anita Miller-  
Here's Your Current  
Sunfire Service History

**JAY PONTIAC-BUICK**

**Summer 2003**  
Anita's 2001 Pontiac Sunfire  
Records Show...  
Based on information collected during your last visit we estimate that your Sunfire mileage is near 32,000 miles.  
Keep Your Sunfire in Top Driving Condition, we suggest -  
Tire Rotation & Brake Inspection  
and  
30000 Mile Service

Why do auto air conditioning, ventilation systems and interiors in general develop unpleasant odors over time?  
Moisture condensation in the air conditioning system provides an environment perfect for mold, fungus, bacteria and other microorganisms to grow. Odors associated with these microorganisms permeate the air duct system, sending these odors into the vehicle's interior.  
Fale odors from tobacco, spilled food, beverages, spills and other sources build up in the upholstery, carpeting and headliner.  
Moisture from leaks in the vehicle body or moisture introduced from wet shoes and boots can also provide an environment for microorganisms to grow.

**The Solution -**  
Clean and deodorize the air conditioning and ventilation system and interior of your vehicle with Wynn's AIRCOMATIC™ Ultrasonic Air Conditioning Cleaning System and ARO-CLEAN™ product. The AIRCOMATIC Ultrasonic mist is designed to eliminate the unpleasant odors associated with mold, mildew, fungus and bacteria, leaving a fresh and clean smelling interior.  
Ask our service advisor for more details.

It's time for Wynn's!

Goodwrench

Wynn's

At Jay Pontiac-Buick, we employ only ASE certified and GM factory-trained technicians.  
No one knows your Sunfire better than Mr. Goodwrench. The one and only GM expert.

Copyright © 2004  
www.podi.org