



Automotive Database Marketing

Accelerated Auto Ups Campaign

TRESSERA
Web Media

LAS VEGAS HYUNDAI DEALERSHIP

Las Vegas, Nevada Area
89117

“The most immediate method for a dealership to write as many as 10 or 20 extra deals in as little as a weekend.”

Direct, Multichannel Marketing

This technique employs a targeted, multichannel campaign of email, SMS and Voicemail designed to generate immediate response. The return on this strategy has resulted in an additional 5, 10 or 20 new deals being closed over as little as a weekend. This case study details the results achieved by a Hyundai store in the Las Vegas area using our managed marketing service.

Campaign Details

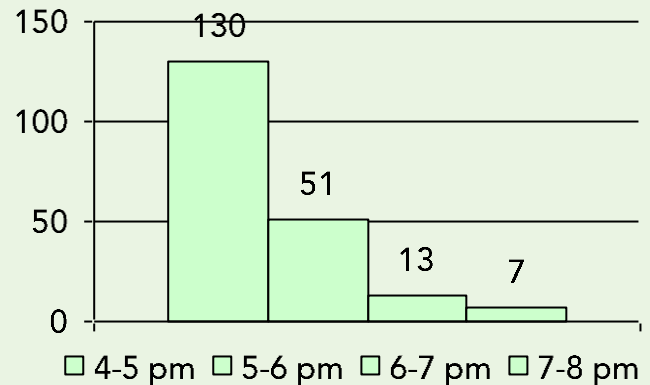
1st Week Thursday, March 24:

- 1-day campaign
- 850 Contacts
- Campaign started at 4 pm

Campaign Results:

- **201 total calls** [132 unique] generated between 4:05-8:00 pm
- **74 residual calls** [57 unique] generated after 8:00 pm through Monday, March 28

Call Volume March 24, 2016 | 4:00 – 8:00 pm



2nd Week March 29 – April 1:

- 4-day campaign
- 250 Contacts per day [1000 total]
- Campaign started daily at 4 pm

Campaign Results:

- **218 total calls** [167 unique] received from March 29 – April 1
- **24 residual calls** [20 unique] generated April 2 – April 6

“If you’re reading this on the 25th of the month and you haven’t made your sales quota, you need to sign up immediately.”

3rd Week April 7 – April 9:

- 3-day campaign
- 500 Contacts per day [1500 total]
- Run at 4 pm Thursday & Friday
- Run at 10 am on Saturday

Campaign Results:

- **344 total calls** [281 unique] received from April 7 – April 9
- **38 residual calls** [29 unique] generated April 10 – April 13

4th Week April 14 – April 16:

- Same Model as Week 3
- **310 total calls** [264 unique] received from April 14 – April 16
- **29 residual calls** [24 unique] generated April 17 – April 20

Return on Investment

This Hyundai store invested \$1,500 per campaign, totaling \$6,000.

For their investment, they were able to track the sale of an additional 54 deals as a direct result of our communications to their database.

These sales resulted in a net return of \$83,009.