

MERCEDES-BENZ OF NORTH OLMDSTED



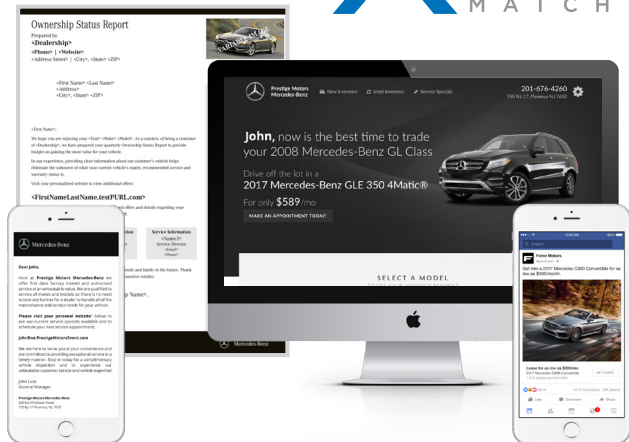
Ohio

The client's goal was to increase conquest sales in trade-cycle, expiring leases and high APR customers, as well as reactivate DMS customers with service.

TARGETED AUDIENCES

Trade Cycle, Expiring Lease, APR

eXact MATCH



SERVICES



HELIX



DIRECT MAIL



EMAIL



PURL



FACEBOOK



RINGLESS VOICEMAIL



OUTBOUND BDC

\$18,000 INVESTMENT

CASE STUDY

May - July 2017

144 TOTAL UNITS SOLD

\$132 COST PER UNIT

+5% INCREASE IN SALES YEAR-OVER-YEAR

SUCCESS

#1 VOLUME NEW CAR & CPO DEALER IN CENTRAL REGION!

