

BEAVER COUNTY CHRYSLER DODGE JEEP RAM NISSAN

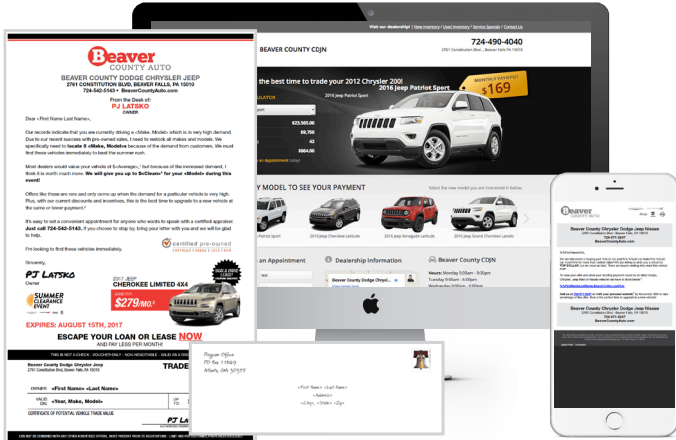
Pennsylvania



Beaver County Chrysler Dodge Jeep Ram Nissan was looking to increase new car sales and gross profit by re-activating lost customers and acquiring in-market conquest owners in their PMA. By focusing on these audiences, the dealership was able to hit sales objectives all three months.

TARGETED AUDIENCES

Lost DMS Customers, In-Market Captive
Chrysler Dodge Jeep Ram Nissan Owners



SERVICES



HELIX



DIRECT
MAIL



EMAIL



PURL



FACEBOOK



RINGLESS
VOICEMAIL

\$10K/mo INVESTMENT

CASE STUDY

June - August 2017

#CRUSHEDIT

156 TOTAL SALES

SERVICE

2,169 REPAIR ORDERS

57% NET NEW CUSTOMERS

453 CALLS

428 PURL APPOINTMENTS

