lead igniter

NEW YORK CHRYSLER DEALERSHIP

SUCCESS WITH LEAD IGNITER

Over the course of 34 months, Lead Igniter helped this upstate New York Chrysler Dealership dramatically increase sales and reactivate orphan owners in the service drive.

Database Cleaning:
We started with a full database cleaning to provide the best deliverability to the dealership's lists. Email deliverability is affected by the quality and cleanliness since old databases can have Spam Traps and inactive or closed email accounts that adversely affect email deliverability and increase the likelihood of blacklisting.
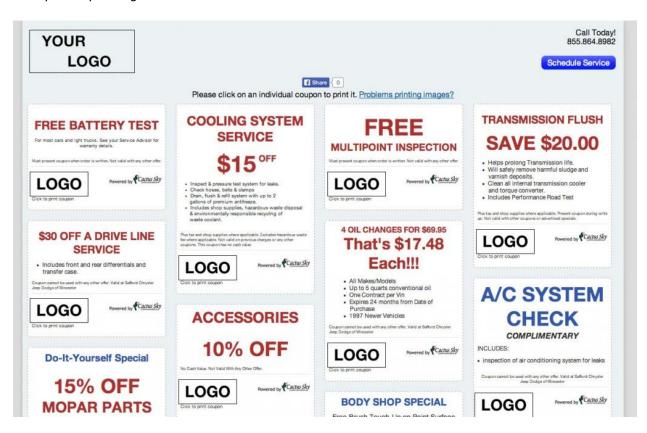
To Date, we Market to a Total of:
Clean New York Chrysler Dealership Sold Data: 2,375
Clean New York Chrysler Dealership Unsold Data: 6,842

Sales & Service Campaign Creation and Send Schedule:
Each month we send one Sales Campaign and one Service Campaign. Each campaign includes navigation to a custom Service Coupon page to help drive prospects through the buying funnel and ultimately to the dealership.

Example Coupon Page:

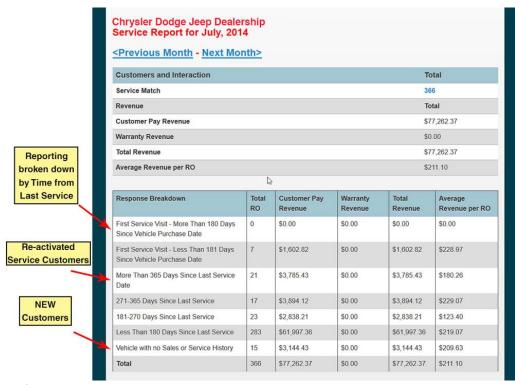We create unique, custom email templates each month designed to be clean, functional, and easy to navigate with a goal of having prospects open, read, and click-through to the dealership's website.

When prospects click-through the links in the email, we provide the sales team with **real-time, clicker notifications** letting them know about their expressed interests and their contact information so they can follow up.

Reporting Engine:

We tapped into the DMS on a continuous basis to provide the dealership with the most up to date match-back reporting. Dealership is able to see this live reporting feed by logging in to the live reporting engine.

Chrysler Dodge Jeep Dealership
Service Report for July, 2014

<Previous Month - Next Month>

Customers and Interaction	Total
Service Match	366

Revenue	Total
Customer Pay Revenue	$77,262.37
Warranty Revenue	$0.00
Total Revenue	$77,262.37
Average Revenue per RO	$211.10

Response Breakdown	Total RO	Customer Pay Revenue	Warranty Revenue	Total Revenue	Average Revenue per RO
First Service Visit - More Than 180 Days Since Vehicle Purchase Date	0	$0.00	$0.00	$0.00	$0.00
First Service Visit - Less Than 181 Days Since Vehicle Purchase Date	7	$1,602.82	$0.00	$1,602.82	$228.97
More Than 365 Days Since Last Service Date	21	$3,785.43	$0.00	$3,785.43	$180.26
271-365 Days Since Last Service	17	$3,894.12	$0.00	$3,894.12	$229.07
181-270 Days Since Last Service	23	$2,838.21	$0.00	$2,838.21	$123.40
Less Than 180 Days Since Last Service	283	$61,997.36	$0.00	$61,997.36	$219.07
Vehicle with no Sales or Service History	15	$3,144.43	$0.00	$3,144.43	$209.63
Total	366	$77,262.37	$0.00	$77,262.37	$211.10

Reporting broken down by Time from Last Service

Re-activated Service Customers

NEW Customers

Sales Reporting:

In the 34 months since we started tracking and providing match-back reporting for New York Chrysler Dealership, we have a confirmed 801 Sales Match-Backs with a Gross Total of $22,367,672.16.

Of those 801 Sales Match-Backs:
- 416 of those were Unsold Leads [*]
- 387 of those were Previous Customers[†]

Service Reporting:

In those 34 months, we have a confirmed 9,513 Service Match-Backs with a Customer Pay Revenue of $2,136,969.32.

Of those 9,513 Service Match-Backs:
- 681 of those were Lost Service Customers[‡]
  - with an average $255.79 revenue per RO
- 422 of the match-backs were Conquest Customers[§]
  - with an average $217.00 revenue per RO

Results from Sales and Service Campaign:

Sales April 2016
Open Rate: 6.8%
Sales April Match-Backs: 19
7 of the 19 were Unsold Leads with a vehicle average Gross Sale of $21,994.24

Service April 2016
Open Rate: 8.1%
Service April Match-Backs: 241
27 of the 241 were Lost Service Customers with an average $255.40 revenue per RO
13 of the 241 were Conquest Customers with an average $109.13 revenue per RO

Sales March 2016
Open Rate: 7.9%
Sales March Match-Backs: 22
11 of the 22 were Unsold Leads with a vehicle average Gross Sale of $31,647.22

Service March 2016
Open Rate: 8.0%
Service March Match-Backs: 212
19 of the 212 were Lost Service Customers with an average $489.45 revenue per RO
13 of the 212 were Conquest Customers with an average $240.19 revenue per RO

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[*] **Unsold Leads:** Buyers without a purchase history 5 years or more
[†] **Previous Customers:** Includes all Sales, Service and Parts customers. If they are in the DMS they are considered a previous customer regardless of what they purchased.
[‡] **Lost Service Customers:** Customers with a last Service date of 365 days or more
[§] **Conquest Customers:** Dead leads in the CRM with no Sales or Service history