



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:

The image shows a screenshot of a service coupon page. At the top right, it says "Call Today! 855.864.8982" and has a "Schedule Service" button. Below that is a "Share" button with a count of 0. A central instruction reads: "Please click on an individual coupon to print it. [Problems printing images?](#)". The page is filled with various service coupons, each with a "LOGO" placeholder and a "Click to print coupon" link. The coupons include:

- FREE BATTERY TEST**: For most cars and light trucks. See your Service Advisor for warranty details. Must present coupon when order is written. Not valid with any other offer.
- COOLING SYSTEM SERVICE \$15 OFF**: Includes inspect & pressure test system for leaks, check hoses, belts & clamps, drain, flush & refill system with up to 2 gallons of premium antifreeze, and includes shop supplies, hazardous waste disposal & environmentally responsible recycling of waste coolant.
- FREE MULTIPOINT INSPECTION**: Must present coupon when order is written. Not valid with any other offer.
- TRANSMISSION FLUSH SAVE \$20.00**: Helps prolong Transmission life, Will safely remove harmful sludge and varnish deposits, Clean all internal transmission cooler and torque converter, Includes Performance Road Test.
- \$30 OFF A DRIVE LINE SERVICE**: Includes front and rear differentials and transfer case. Coupon cannot be used with any other offer. Valid at Safford Chrysler Jeep Dodge of Winchester.
- 4 OIL CHANGES FOR \$69.95 That's \$17.48 Each!!!**: All Makes/Models, Up to 5 quarts conventional oil, One Contract per Vin, Expires 24 months from Date of Purchase, 1997 Newer Vehicles. Coupon cannot be used with any other offer. Valid at Safford Chrysler Jeep Dodge of Winchester.
- ACCESSORIES 10% OFF**: No Cash Value. Not Valid With Any Other Offer.
- Do-It-Yourself Special 15% OFF MOPAR PARTS**
- A/C SYSTEM CHECK COMPLIMENTARY**: Includes inspection of air conditioning system for leaks. Coupon cannot be used with any other offer. Valid at Safford Chrysler Jeep Dodge of Winchester.
- BODY SHOP SPECIAL**: Free Bush Truck Up to 6000 Paint Surface

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

* **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