

Email Targeting

CHRYSLER

Our email solutions offer a powerful way to deliver your message to reach a very specific, targeted audience.

OBJECTIVE

To increase vehicle sales at a local dealership

SOLUTION

We used email targeting to deliver the dealership's message to specifically targeted audiences:

- 25 miles of dealership
- Ages 21+
- Auto intenders (likely to buy)
- Chrysler, Dodge, Jeep & Ram owners

After sending the email, we delivered a match-back report to see if the email addresses of recent buyers were on the original list of email recipients. This allowed us to attribute sales to the campaign and determine ROI.



RESULTS

Following the deployment of 43,200 emails, the client sold 18 vehicles as a direct result of this particular campaign proving to be a valuable marketing investment.

Emails Deployed 43,200
Open Rate 12.56%
Total Opens 5,424
Clicks 769
CTR 1.78%
Vehicles Sold 18



Jeep®

DODGE



RAM