

Company/Organization	Ford
Industry	Automotive
Business Need	To get prospective car buyers back into Carolina Ford dealerships for a second visit and to increase sales of cars
Direct Marketing Solution	<p><i>Description</i></p> <ul style="list-style-type: none"> • A personalized flyer was sent to prospective car buyers who had visited one of the Carolina Ford dealers and expressed an interest in a particular car – with the prospective buyer’s name, address and vehicle of interest included • In order to execute the follow-up in a timely manner, the collected information was sent to a data clearinghouse and transmitted via FTP to the printer • The four-color 8.5” x 11” flyer was printed, mailed and delivered to the consumer within 48 hours of his/her visit to the dealership, as it was critical to Ford to get this information into the consumer’s hands within this timeframe while the car is still fresh on his/her mind • The flyer contained a personalized letter to the customer and featured an image of the car the customer expressed an interest in • As an incentive to return to the dealership, the customer was encouraged to bring a coupon that registered him/her for a sweepstakes • The coupon was personalized with the recipient’s name, address and car of interest <hr/> <p><i>Variable Information</i></p> <ul style="list-style-type: none"> • Name, address, dealership name, dealership logo, vehicle of interest (including text and image), sales rep name/phone number, promotional offer and coupon filled in with customer information
Results	<ul style="list-style-type: none"> • Response rates of 10.2% to 13.4% • 7% to 9% of respondents purchased vehicles with an average dealer margin of \$3,000 • On average, mailing 1,000 pieces produced a \$27,000 dealer margin