

Impact Image Postcard Success

AUTOMOTIVE DEALERSHIP & SERVICE

Objective:

A local Ford dealership wanted to enhance their current print program with a solution that would help them acquire new customers while also growing their current customer base.

MSPARK APPROACH:

- Identify the best geography by utilizing customer data & transactional sales
- Target 19,930 households around their dealership
- Create 7 audience segments to develop acquisition and retention messages
- Develop appealing service offers to drive car & service sales



RESULTS:

- One mailing produced **19** vehicle sales and **218** service sales
- YOY Total sales and service counts increased **224.66%**