

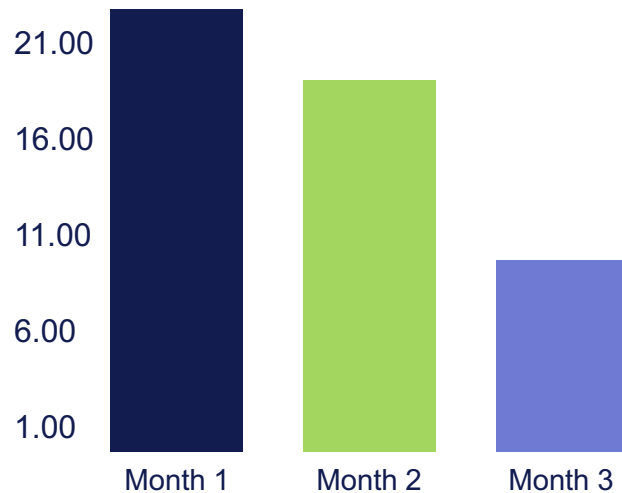
CASE STUDY



Luxury automotive dealer drives traffic into the showroom

Increases vehicle sales and profit

NUMBER OF NEW AND USED CAR SALES PER MONTH



VEHICLES SOLD

46

to the mailed geography



\$116K

Profit

About Client

Luxury automotive dealer

Client Situation

Drive traffic into the showroom, and increase sales of new and used vehicles

Strategy

- Mailed the Variable Image VDP (Variable Data Postcard) twice during the promotional period
- Segmented client's customer database and prospect list and used 6 different customized offers
- Targeted to consumers in high-value geographies near the dealership

