



CHRYSLER DODGE JEEP NORTHEAST REGION - CASE STUDY

Campaign Structure (Data, Channels, Traffic Metrics)

- Campaign Period: June 23 to July 23, 2018
- Consumers Targeted: 10,000
- Geography: Dealership PMA (Primary Market Area)
- Audience Targets: Super Responders(Lease Expires, New Movers, New Parents, Newlyweds, New Teen Drivers, In-Market Buyers)
- Emails Delivered: 2 separate deployments of 10,000 (Total of 20,000 records delivered within a 30-day period)
- Social Media Impressions: 40,417
- Email Opens: 2,805
- Email Clicks: 312
- Social Media Clicks: 289
- Total Clicks: 601

Campaign Performance (ROI/ROAS)

- Investment: \$2,000
- New/Used Vehicle Sales Attribution: 6
- Cost per Vehicle Sold: \$333
- Service ROs Generated: 45
- Service ROs (New, not in Dealer DMS): 3
- Service ROs (One Year + dormant DMS): 8
- Cost per Service RO Attribution: \$181.82
- Cost per Sale & Service RO (combined): \$117.65

Campaign Email

Home | New Inventory | Pre-Owned | Specials | Service | Contact Us

Jeep CHRYSLER PACIFICA
CELEBRATION EVENT INCREDIBLE SALES EVENT

2018 JEEP COMPASS LATITUDE 4X4
LEASE FOR \$199 PER MONTH FOR 24 MONTHS
CLICK TO VIEW INVENTORY

\$2991 dealer signing fee security deposit required. Offer expires July 6 2018. See dealer for detail.

2018 JEEP GRAND CHEROKEE LAREDO 4X4
LEASE FOR \$189 PER MONTH FOR 36 MONTHS
CLICK TO VIEW INVENTORY

Only available on select models and terms. Mileage restrictions apply. 36 months with \$2991 dealer signing fee and \$15 license fee may apply. Lessee pays for excess wear and mileage depending on lease terms. Not all customers will qualify. See dealer for complete details. Must take retail delivery by 7/5/2018.

2018 CHRYSLER PACIFICA TOURING L
LEASE FOR \$169 PER MONTH FOR 36 MONTHS
CLICK TO VIEW INVENTORY