



## CHRYSLER DODGE JEEP SOUTHWEST REGION - CASE STUDY

### Campaign Structure (Data, Channels, Traffic Metrics)

- Campaign Period: June 25 to July 25, 2018
- Consumers Targeted: 15,000
- 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 15,000 (Total of 30,000 records delivered within a 30-day period)
- Social Media Impressions: 60,545
- Email Opens: 4,226
- Email Clicks: 348
- Social Media Clicks: 374
- Total Clicks: 722

### Campaign Performance (ROI/ROAS)

- Investment: \$3,000
- New/Used Vehicle Sales Attribution: 11
- Cost per Vehicle Sold: \$273
- Service ROs Generated: 38
- Service ROs (New, not in Dealer DMS): 10
- Service ROs (One Year + dormant DMS): 18
- Cost per Service RO Attribution: \$107.14
- Cost per Sale & Service RO (combined): \$76.92

### Campaign Email



\*Not everyone will qualify for all incentives. With approved credit. See dealers for details. Expires 7/31/18.



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