



## JEEP CASE STUDY

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

- Campaign Period: May 18 to June 18, 2018
- Consumers Targeted: 20,000
- Audience Segments: 20 mile radius of dealership location, 2005-2015 Chrysler brand owners and competitive brand owners in market
- Audience Targets: Super Responder Types, Demographics, Geo Range, etc.
- Emails Delivered: 2 separate deployments of 20,000 records (two drops to the same 20k audience; total of 40k deployed in 30 day period)
- Social Media Impressions: 80,504
- Email Opens: 6,489 (16.22%)
- Email Clicks: 350 (0.88%)
- Social Media Clicks: 419 (0.52%)

### Campaign Performance (ROI/ROAS)

- Investment: \$4,000
- New/Used Vehicle Sales Attribution: 9
- Cost per Vehicle Sold: \$444
- Service ROs generated: 131
- Service ROs (New, not in Dealer DMS): 12
- Service ROs (One year + dormant DMS): 11
- Total Service RO Attribution: 23
- Cost per Service RO Attribution: \$174
- Cost per Sale & Service RO (combined): \$125

### Campaign Email



[Home](#) | [New Inventory](#) | [Pre-Owned](#) | [Service](#) | [Contact Us](#)



2018 JEEP COMPASS SPORT

**\$22,785** MSRP  
 \$1,837 dealer discount  
 \$1,500 rebate  
**\$19,449** plus t.t. & i  
 Stock #: C80546

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2018 JEEP CHEROKEE LATITUDE

**\$26,135** MSRP  
 \$1,910 dealer discount  
 \$3,000 rebate  
**\$21,225** plus t.t. & i  
 Stock #: C90102

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2018 JEEP RENEGADE SPORT 4X2

**\$24,535** MSRP  
 \$2,213 dealer discount  
 \$2,500 rebate  
**\$19,822** plus t.t. & i  
 Stock #: C80672

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2018 RAM 1500 Lonestar 4X2

**\$44,600** MSRP  
 \$5,898 dealer discount  
 \$5,000 rebate  
**\$33,710** plus t.t. & i  
 Stock #: C80850

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