



## **Intelligent targeting delivers better ROI for Major Automotive Company**

### **The Challenge**

One of the mass market automotive manufacturer's was launching one new model and two facelifted models over a six month period. They had a requirement to generate test drives and brochure requests for each model in the sales process and planned email marketing campaigns to generate these. The campaign would ultimately be measured on sales generated.

### **The Process**

DBS Data worked very closely with the client's direct marketing agency to define the selection criteria. A relatively complex model was developed by the team, which took into account the prospects who had expressed interest in, or already drove, certain makes and models AND were in a suitable purchase window during the campaign period.

There was a blend of consumer and business data to ensure that all key user segments were addressed.

The data was cleansed and suppressed against the client's own customer and prospect base to ensure there was no duplication with their own CRM activity.

The campaign was deployed with a multi-contact strategy ensuring that each target recipient received 3-5 contacts with messages over the campaign journey.

### **The Results**

- Overall open rate – an average of 16.5% open rate was achieved across all three models.
- Each broadcast saw unique and incremental prospects
- Overall click through – an average of 16.3% click through from opens was achieved across all three models
- The DBS Data element of the campaign delivered call backs, incremental used car enquiries, brochure requests and test drives
- Call backs –14 across the three models
- Used Car Enquiries – 21 incremental enquiries across the model range
- Test Drives – 169 across all models



- Sales Enquiries –37 across all models
- Sales – 84 across all models when matched back

The campaign delivered a good return for the client which has resulted in the client repeating this campaign annually.

The Data Director at the Client's Direct Marketing Agency says. " DBS is consistently one of our goto suppliers. They are knowledgeable, helpful and good to work with. Above all the data is accurate and one of only a few sources we trust for compliance. Their data is always one of the better performers"

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