

CASE STUDY

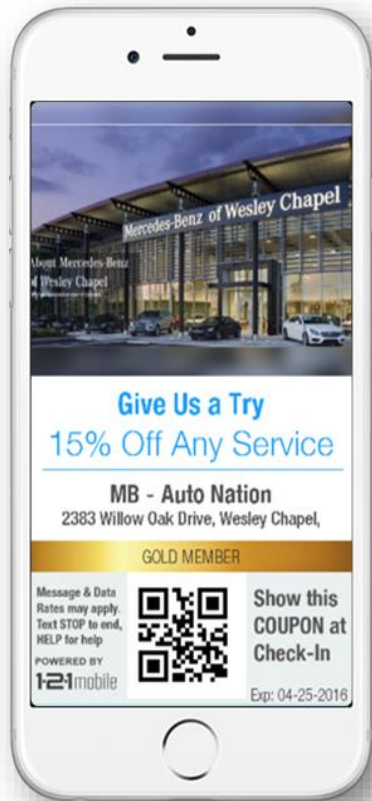
Top-Tier National
Auto Group

Luxury Dealer



Situation

Top-Tier National Auto Group Luxury Brand - Single Location



Nine service offers were tested over 11 Months

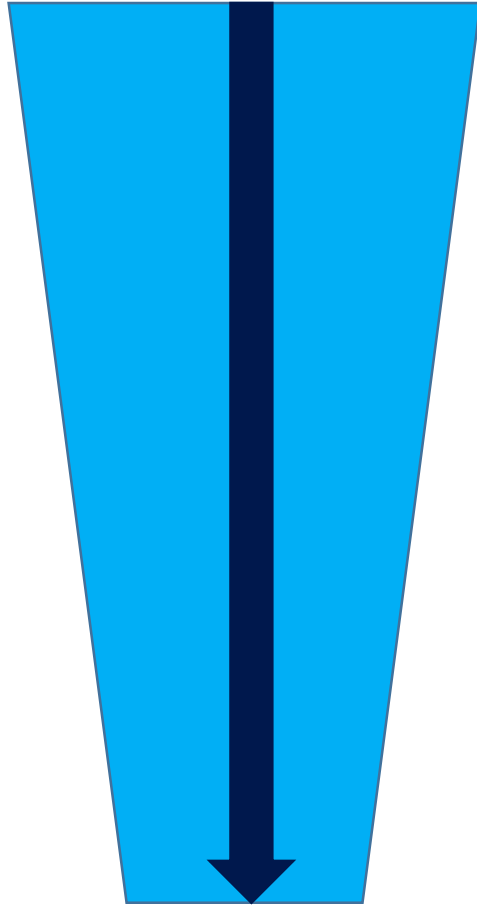
- \$50 off "A" Vehicle Service
- 15% Off Any Service
- \$99.95 Alignment
- BATTERIES \$20 OFF
- BUY A SET OF 2 OR 4 TIRES Get 15% Off Alignment
- \$100 OFF 4 NEW TIRES Or \$50 Off 2 New Tires
- Save Up to \$50 When You Spend \$500
- Match My Service Offer!
- \$20 OFF Manufacturer Scheduled Maintenance

Nine Service Offers - Redemption Details

<u>Coupon</u>	<u>Number Downloaded</u>	<u>Number of Sales</u>	<u>% mix by Rev</u>	<u>Percent redemption</u>	<u>Offer</u>
1	61	37	26%	60.66%	\$50 off "A" Vehicle Service
2	125	78	55%	62.40%	15% Off Any Service
3	18	14	11%	77.78%	\$99.95 Alignment
4	3	0	0%	0.00%	BATTERIES \$20 OFF
5	1	1	0%	100.00%	BUY A SET OF 2 OR 4 TIRES Get 15% Off Alignment
6	2	1	1%	50.00%	\$100 OFF 4 NEW TIRES Or \$50 Off 2 New Tires
7	3	2	1%	66.67%	Save Up to \$50 When You Spend \$500
8	11	9	6%	81.82%	Match My Service Offer!
9	2	2	1%	100.00%	\$20 OFF Manufacturer Scheduled Maintenance

81% of the downloads came from two offers - \$ or % off a service

Result Highlights



ROI > 1000%

- > 25% of web traffic "opted-in" giving their mobile phone number
- > 80% of those double-opted-in replying "YES" - 40% were NEW to the dealership
- 67% average redemption per month (144/230 coupons downloaded)