

Solution Story – VDP Drives Traffic into the Showroom and Increases Vehicle Sales & Profit

About Client

- Luxury Automotive Dealer

Client's Objective

- Drive traffic into the showroom
- Increase sales of new and used vehicles

Strategy Collaboration

- Mailed the Variable Image VDP (Variable Data Postcard) twice during the promotional period
- Segmented client's customer database and prospect list and used 6 different customized offers
- Targeted to consumers in high-value geographies near the dealership

Results

- Campaign drove traffic into showroom
- During the first 3 months – dealer sold 46 vehicles to the mailed geography, accounting for over \$116K in profit

Number of New and Used Car Sales Per Month

