

AUTOMOTIVE CASE STUDY

INCREASE CUSTOMERS &
DRIVE INCREMENTAL
SALES

► *Objective:*

A luxury automotive car service company turned to shared mail to increase foot traffic and drive new business.

► *Media Used:*

Impact Postcard

MSPARK APPROACH:

- Identify the ZIP codes around the store location that are more likely to use “Auto Dealer Service Centers”
- Mail a high visibility, high readership piece reaching 11,000 households

OFFERS:

- \$175 Luxury “A” Service with Oil and Filter change for Mercedes, BMW, Audi, VW, & Porsche vehicles
- Half Hour Complimentary Labor for Services

RESULTS:

- Net Sales Generated: **\$10,000**
- Return on Investment: **\$8,200**
- For every \$1 spent on shared mail, **resulted in \$4.56 in sales**