Database Marketing

As a strategy of inventory acquisition

MOD
M A R K E T I N G

BACKGROUND

As new car production continues to decline for many manufacturers, many dealers shift focus to used vehicles sales in order to maintain overall sales volume. With dealer auction prices rising, customer trade-in becomes an increasingly preferable method of acquiring inventory.

75% INCREASE IN TRADE EVALUATIONS

▶ OBJECTIVE

Increase trade-in appraisals to improve inventory levels while reducing vehicle acquisition cost

▶ STRATEGY

Mine customer database and deploy email campaigns offering a trade-in evaluation to previous sales & service customers that own desired vehicles

▶ KEY RESULTS

140% INCREASE

Traffic to Trade-Evaluation Page

75% INCREASE

Online Trade-In Evaluations

$5 - $10

Cost Per Trade-In Lead