

MAILER:

Schumacher Mercedes-Benz

OBJECTIVE:

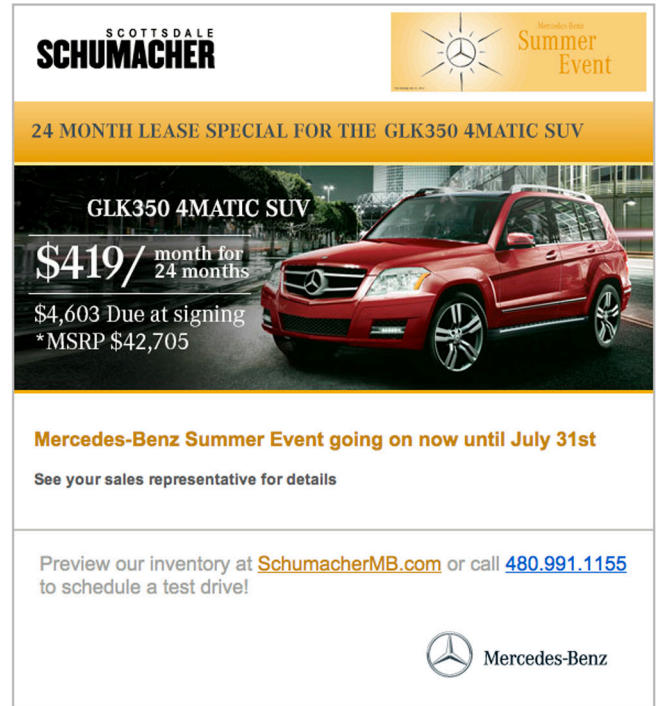
Schumacher European LTD., Mercedes-Benz faced the challenge of increasing foot traffic to the dealership during the promotional lease special event of the Mercedes-Benz GLK350 4MATIC SUV.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of affluent homeowners within high income ranges, geo-targeted within specified proximity to the dealership, who are currently in the market for a new vehicle. eTargetMedia segmented prospects from the high performance files of Luxury Auto Buyers and High Income Consumers, which include segmentation capabilities such as auto intenders, make and model, luxury product buyers, affluent lifestyle, and luxury auto interest and owners. The campaign was designed to introduce the featured vehicle and leasing specials, present financial terms, encourage online inventory requests, schedule a test drive online, and ultimately drive foot traffic to the dealership.

OUTCOME:

The email marketing campaigns resulted in excellent results that surpassed industry averages for acquisition based email list rental campaigns. The client reported a significant increase in online traffic as well as foot traffic to the event, which resulted in continuation list usage and led to subsequent email initiatives with eTargetMedia due to positive response rates.



SCOTTSDALE
SCHUMACHER

Mercedes-Benz
Summer
Event

24 MONTH LEASE SPECIAL FOR THE GLK350 4MATIC SUV

GLK350 4MATIC SUV


\$419/ month for
24 months

\$4,603 Due at signing
*MSRP \$42,705

Mercedes-Benz Summer Event going on now until July 31st

See your sales representative for details

Preview our inventory at SchumacherMB.com or call [480.991.1155](tel:480.991.1155) to schedule a test drive!

 Mercedes-Benz

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com