

Fairfield Auto Group

"We sold a boat load off your mailer – thank you for that!! You can always use me for a reference!"

Combined Results from Sales at Four Stores:

180
Leads

43%
Average Lead to
Sale Conversion

\$251
Average Cost
Per Sale

78
Cars Sold



Custom Special Offer



Range-Based Vehicle Pricing



Accurate Contact Data



Extended Buyer Profiles

The Situation:

Before engaging with PERQ, Fairfield Auto Group dabbled in direct mail campaigns with little success from their past vendors. The mail was never delivered on time and failed to bring any traffic into the dealership. The little data that was provided was inaccurate. Late mail, no traffic and inaccurate data caused this auto group to lose faith in the traditional and proved channel of direct mail marketing.



FAIRFIELD AUTO GROUP

About Fairfiled Auto Group

Fairfield Auto Group is located in Muncy, Pennsylvania. This auto group primarily sells new cars throughout its eight locations and carries 14 different vehicle brands.

Solution: Database Mail

After reading about the auto group's lack of trust in direct mail through a forum on Facebook, a PERQ sales rep reached out to the Fairfield team to show them how PERQ continuously helps dealers sell cars with direct mail. After completing a demo of PERQ's mail program, the dealership decided to give it another shot.

They eased back into direct mail by running PERQ's trade appraisal mail program in one dealership. The trade appraisal program extends a private invitation to the dealer's database members to trade in their old vehicle for a new one. The mailer provides a personalized offer and experience for the customer and even provides estimated NADA values for their trade-in.



The Results:

The auto group experienced so much success in the one store that used the trade appraisal program that the next month, they implemented the mail program in four stores. From those four stores, they generated 180 leads through the microsite, and sold 78 cars – that's a 43% lead to sale conversion. They had a 455% return on investment with an average cost of \$251 per sale. Fairfield Honda's General Manager, Doug Hillyard, even told our team: "We sold a boat load off your mailer– thank you for that!! You can always use me for a reference!" Needless to say, PERQ restored the auto group's faith in direct mail.



78
CARS SOLD

455%
ROI



Learn more about our Trade Appraisal Plus program today!
Contact your account rep or call (800) 873 3117

