



# CASE STUDY - SALES B-&-C-Class Finance Offer



CAMPAIGN COST: \$2, 718.00 ex. GST = 61.00-hours | 17.33 calls/hour | 1057 calls made



767

Customers to be Contacted



701

Completed Contacts (91.39%)



9

Service / Repair Bookings Sourced  
\$6, 976.25 generated



51

Sales Leads Sourced  
18 cars SOLD



59

Emails Addresses Obtained

## The Goal Objective:

This was a one off campaign for a MAJOR METROPOLITAN **MERCEDES** dealer IN MELBOURNE and we called these customers on behalf of this dealership with the aim to:

1. Follow-up original B-Class & C-Class Finance Offer eDM
2. Communicate **new finance** offers
3. Check vehicle is still current
4. Check contact details
5. OBTAIN AS MANY SALES LEADS AS POSSIBLE



## Further Results from the Campaign:

