



CASE STUDY - SALES Database Cleanse



CAMPAIGN COST: \$20,747.00 ex. GST = 468.00-hours | 22.22 calls/hour | 10,398 calls made



5,854

Customers to be Contacted



4,721

Completed Contacts (80.64%)



212

Service / Repair Bookings Sourced
\$61,270.12 generated



126

Sales Leads Sourced
29 cars SOLD



724

Emails Addresses Obtained

The Goal Objective:

This was a COMPLETE DATABASE CLEANSE campaign for a Ford dealer in South Burnett Region. We called these customers on behalf of this dealership over a 12-week period with the aim to:

1. Find out if they still own the car
2. Remove old, incomplete and duplicated data
3. Collect email addresses
4. Update owner details
5. OBTAIN AS MANY SALES & SERVICE LEADS AS POSSIBLE TO COVER THE COST OF THE CAMPAIGN



Further Results from the Campaign:

