CONQUEST EMAIL
CASE STUDY

THE CHALLENGE

Dealerships looking for new ways to expand their base and reach potential customers have many advertising choices. The goal is to reach new, potential customers who have not previously engaged with the dealership. But how do you drive quality traffic, in a targeted, trackable, and measurable way with limited marketing dollars available? Village Jeep in the competitive Detroit Market was looking to add a marketing campaign that was co-op eligible, assisted with their branding, but was also targeted enough to drive in-market shoppers to their website.

THE APPROACH

The dealership's management team collaborated with CF Search Marketing to create and execute nine conquest email marketing campaigns over a 10 month period. The scope of the emails were determined based on current inventory, incentives, and expiring marketing co-op funds. Custom email creatives were crafted with vehicle specials, sales events, and other content of the dealer's choosing. The emails had specific, in-market distribution based on vehicle segment and geographic targeting. They were deployed at strategic intervals, with follow up pushes sent to recipients in a way that maintained engagement without overwhelming. Frequent reporting and measurement would be a included in this strategy.

THE RESULT

Over 10 months, well over half a million emails were sent to in-market Jeep, SUV, and Premium SUV segmented customers within their market. This audience segmentation allowed the dealership to target potential customer effectively, increasing the chance of quality website visit and conversion. The emails had an average open rate of 21.68%, providing **more than 107,000 unique email opens.**

582K
Targeted, In-Market Emails Sent

Once opened, the well-crafted email content captured the interest of the potential customers, and drove website clicks. **The click to open rate of the emails averaged 10.8%,** and there were 12,248 unique clicks of the emails. Looking at the analytics of Village Jeep's website, it was clear the traffic driven by the email was of great quality: **The average session of duration was 3 minutes and 57 seconds.**

21.68%
Avg Open Rate

During this time, Village Jeep recorded a high volume of new and used vehicle sales, which directly attributed to the recipients of the conquest emails, resulting in a **match percentage of 37.55%.**

37.55%
Sales Match Rate

The dealership invested co-op eligible marketing dollars on conquest email over the course of this 10 month period, and grossed over $250,000 in revenue from matched sales. **This resulted in an impressive Return on Ad Spend (ROAS) of $14.51,** which showcased the campaign's effectiveness in driving sales and revenue.

$14.51
ROAS