

OVERVIEW

Kevin's Royal Automotive:

Decreased the Advertising Cost Per Up from \$234.38/Up to \$41.86/Up

Kevin's Royal Automotive, a dealership currently serving Owego, NY and the surrounding areas, currently carries the Ford, Mercury, Chrysler, Dodge, and Jeep brands. The dealership maintains 150-200 New and 75-100 used. They also provide service, parts, and accessories.

OBJECTIVES

Owner Kevin Harris and Sale Director Timothy Ditonto's objectives included:

- Having a better system to track advertising response
- Increasing phone and showroom traffic
- Improving the ROI with advertising dollars

"Marketvision has so many benefits—most importantly, accountability. It also provides a process for salespeople when registering customers, real-time traffic analysis, as well as accurate information regarding the response to the mail."

Timothy Ditonto
Sale Director

SOLUTION

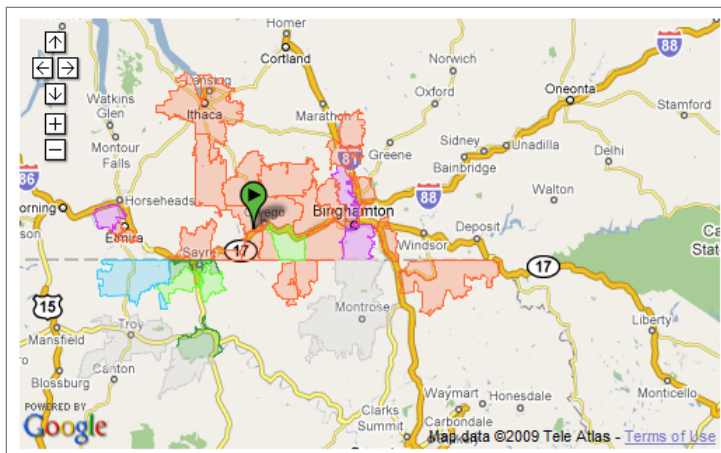
In October of 2008, Kevin's Royal Automotive began doing their direct mail promotions with Tri-Auto Enterprises. Their choice to create a business relationship with Tri-Auto was based heavily on Tri-Auto's ability to provide them with an advertising tracking tool, Marketvision.

Timothy Ditonto, Sales Director for Kevin's Royal Automotive, understands the value of tracking his advertising dollars to better the ROI. "Within months of using Marketvision, the dealership was able to separate productive zip codes from non-productive zip codes. As we continued the monthly promotions, the dealership was able to increase traffic, building from the momentum from the productive zip codes."



After 3 campaigns the Tri Auto Account Executive reviewed the Marketvision reports and selected proven zip codes. Proven zip codes are typically any that produce a response of .5% or better. These zips provided the sale with 20,000 records and an additional 10,000 were selected in an effort to determine how the response would be in new markets.

Over half the homes mailed to in the first sale after the analysis was done were proven zip codes based on Marketvision data, and these zip codes had an average of 1.38%



Zip Code Response Rate Map

As Harris explains, "It was eye-opening to see the response rates broken down by zip code. Rather than just seeing that you mailed to 17 zip codes and got 326 ups, I could see that five of the zip codes brought in 234 of the total ups and the other 12 zip codes only brought in the remaining 92."

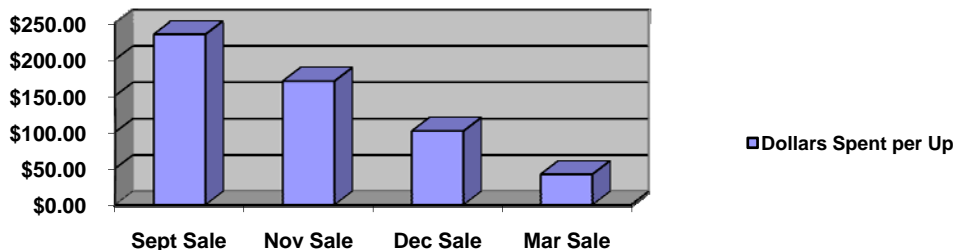
RESULTS

Since program implementation, Kevin's Royal Automotive has:

- **Increased Traffic** from a rate an average rate over 4 sales of 0.488% response before the zip code analysis to a response of 1.5% from the first sale *following* the zip code analysis.
- **Decreased Budget**

	September	November	March
Type of piece	Combination of postcards & 22x17 newsprint mailer	9.5x14 jumbo postcards with a key	11x17 half-fold self-mailers with a key
# of pieces	40,000	30,000	30,000
# of ups	80	100	368
Total Cost	\$18,750	\$17,400	\$16,160

- **Improved ROI** since September of 2008. The amount of advertising dollars spent per customer in the door and steadily dropped and the response rates went up. Starting at \$234.38/up at the first sale, going to \$170.00 in November and \$107.22 in December, then hitting only \$41.86 spent per up after the zip code analysis in March.



"The strongest attribute I see Tri-Auto bringing into our dealership is accurate and on-time mail. Along with the accountability of Marketvision, and a support staff at Tri-Auto that is professional and easily accessible, it is the most effective direct mail that money can buy."

-Timothy Ditonto
Sales Director