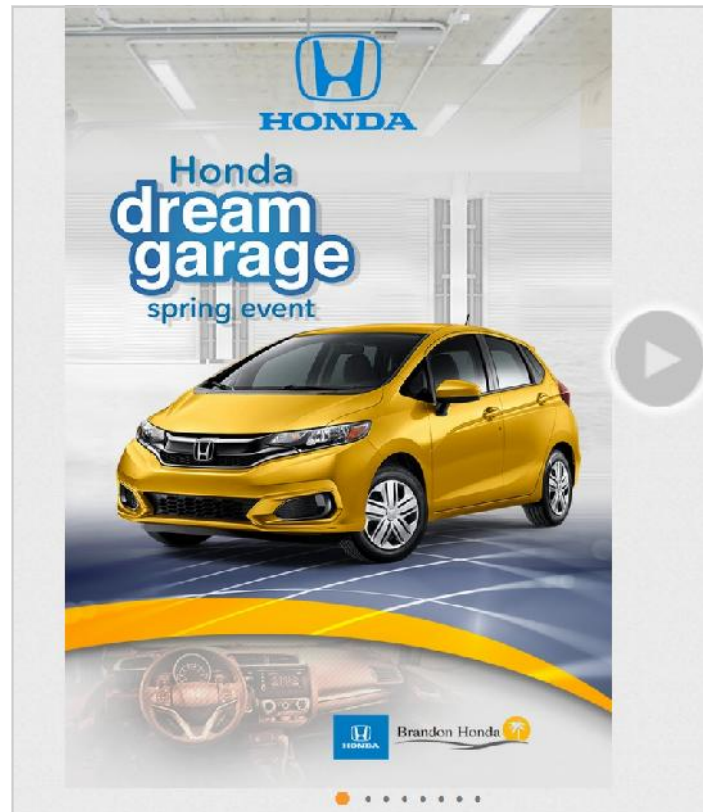

Brandon Honda achieves \$10 Cost per car sold using DYNALOG™



Challenge

- How to economically bring more customers into their store
- How to maximize the sales conversion from their website traffic and email campaigns
- How to engage customers to want to see more of their offers and promotions—not get turned off



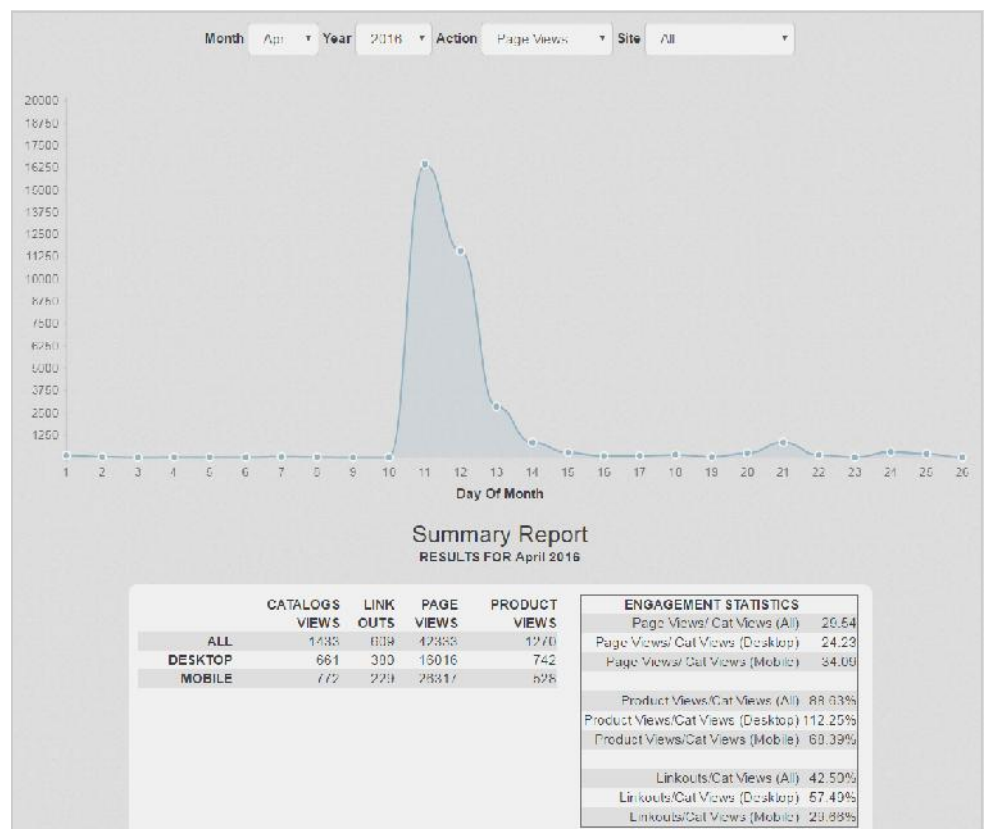
Solution

STATS from a single Dynalog Email campaign:

- Delivered to 48,887 potential customers
- 15% email open rate
- 3:40 additional time on website
- 1255 sales & service appointments

➤ 93 vehicles sold

➤ \$10 cost per car sold



Outcome

Brandon Honda has now expanded their use of DYNALOG™ to their other dealerships. They have also provided personalized Dynalogs to their entire sales staff in order to nurture improved customer relationships.

CURRENT SERVICE SPECIALS

2018 Honda CR-V LX2WD CVT

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